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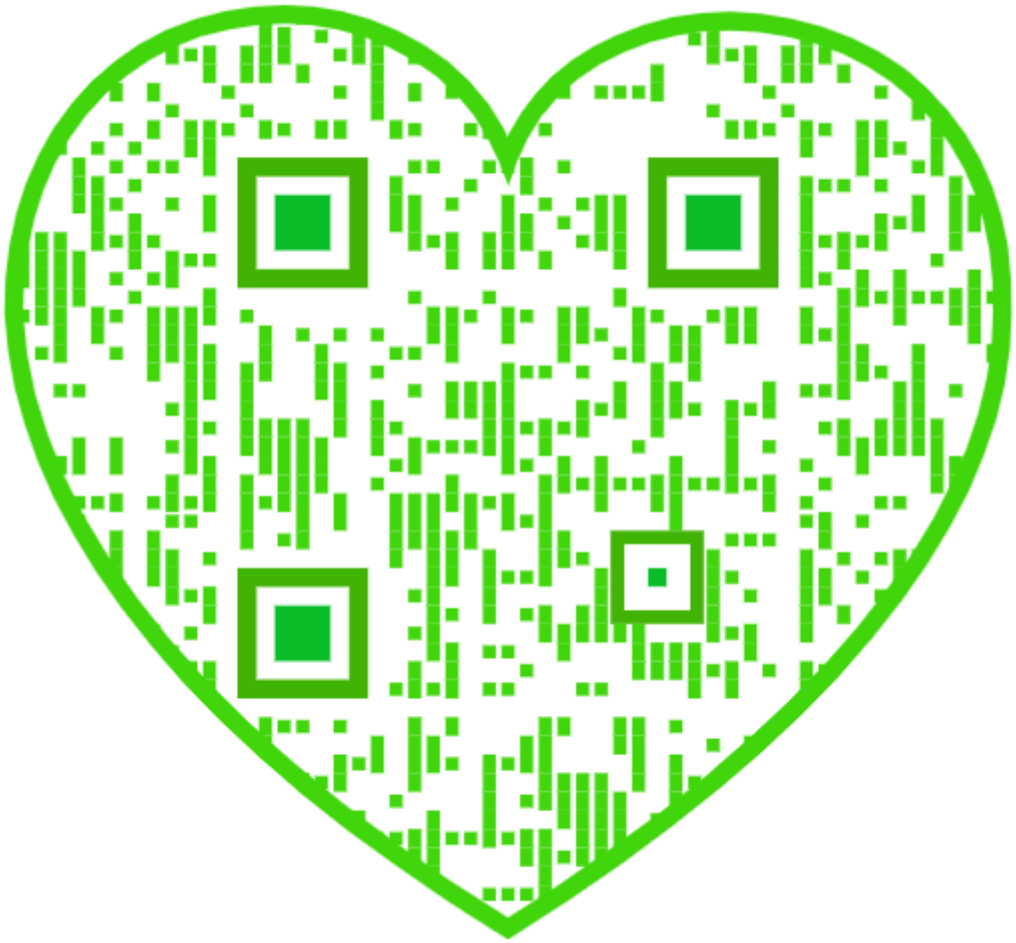

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Master Negative Storage Number

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CONTENTS OF REEL 182

1) The Tobacco world, v. 43, 1923
MNS# PSt SNPaAg182.1

Title: The Tobacco world, v. 43

Place of Publication: Philadelphia, Pa.

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245 14 The Tobacco world
260 Philadelphia, [Pa. $bs.n.]
300 v. $bill. $c38 cm.
310 Monthly $bApr. 1936-
321 Weekly $b<1902>-1909
321 Semimonthly $bJan. 1910-Mar. 15, 1936
500 Description based on: Vol. 22, no. 1 (Jan. 1, 1902); title from caption
500 Published by Tobacco World Corp., Philadelphia, Pa., <19__>-
500 Some combined issues
500 "Devoted to the interests of importers, packers, leaf dealers, tobacco and cigar manufacturers and dealers."
500 Occasional missing and mutilated pages
515 Vol. 22, no. 38 (Sept. 17, 1902) mismarked as v. 22, no. 37; vol. 52, no. 14 (July 15, 1932) mismarked on cover as v. 54, no. 14
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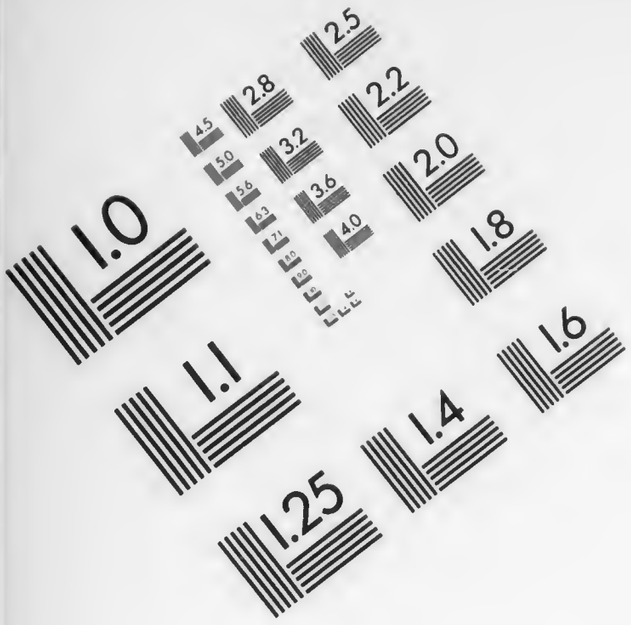

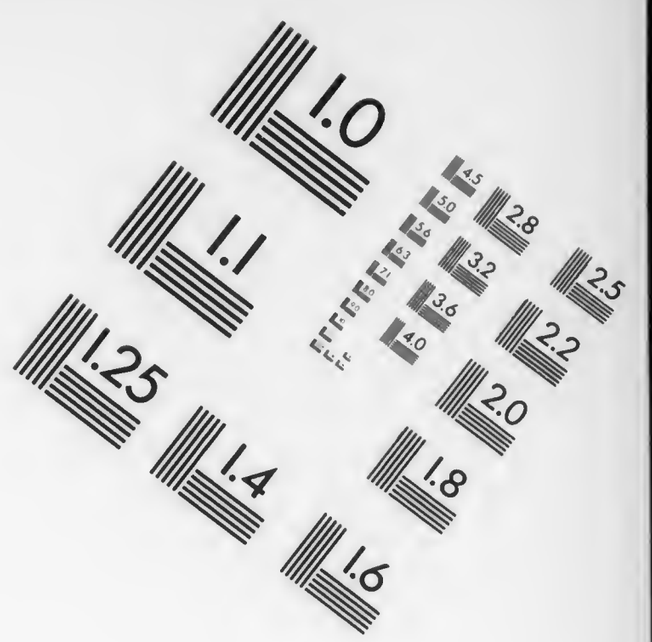

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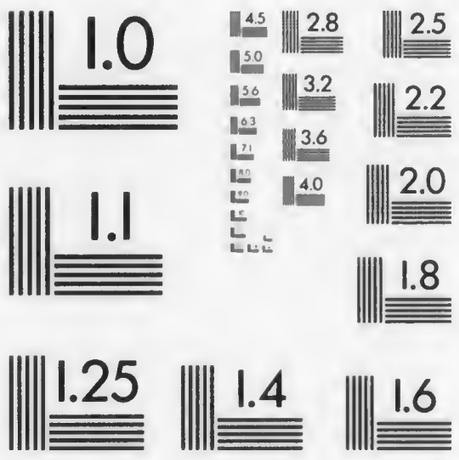

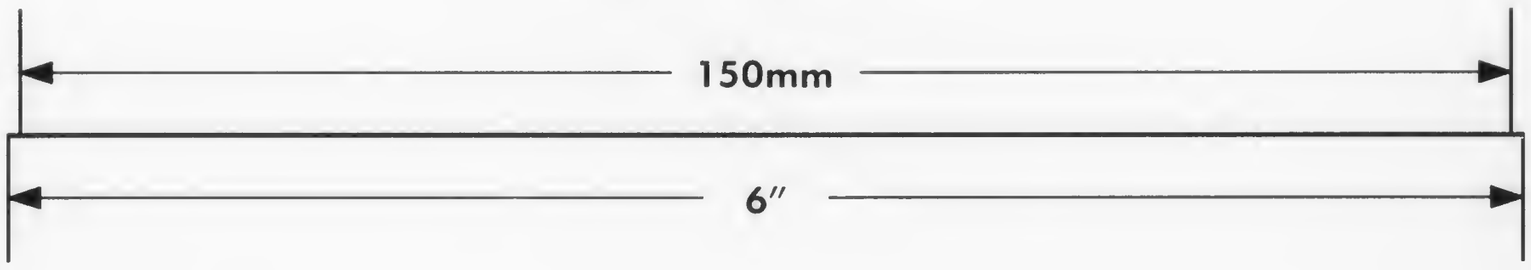

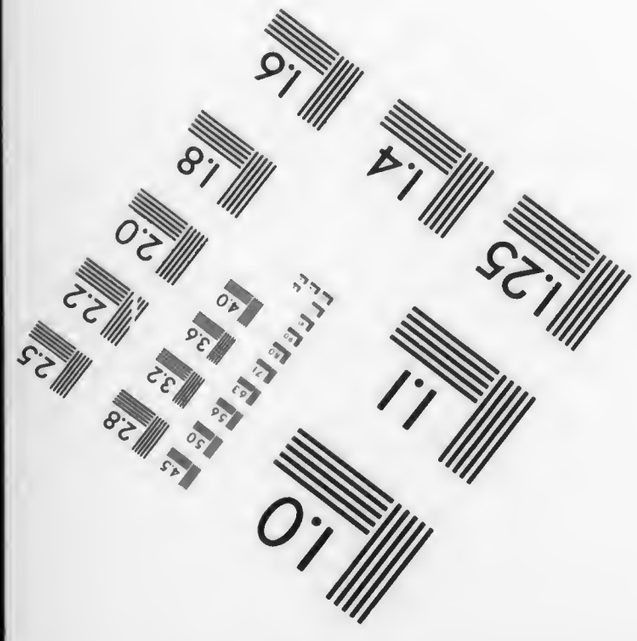

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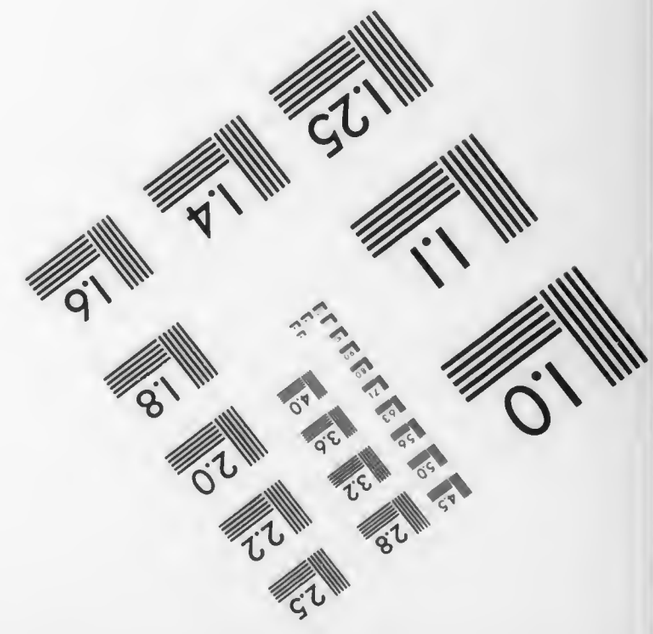

Volume 43
1923

JANUARY 1, 1923

VOLUME 43 NO. 1

THE TOBACCO WORLD

A Happy & Prosperous New Year

is surely in store for those who exhibit at the

Tobacco Industries Exposition

Grand Central Palace, New York City

February 3rd to 10th, 1923

COMPLIMENTS OF THE SEASON FROM THE MANAGEMENT

OF

The National Exposition Co.

THIRD FLOOR McALPIN HOTEL

NEW YORK CITY

PHONE PENNSYLVANIA 5700, EXTENSIONS 334-6

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST. PHILA., PA.

There is No Real Substitute for Wooden Cigar Boxes

EVERY experienced Cigar Manufacturer knows that wood is the best material for Cigar Containers. While there is a movement afoot to popularize substitutes, careful consideration should be given to the merits of the wooden package.

In a series of advertisements to the trade there will be presented the case in behalf of the wooden cigar box. Obviously, no claims will be made, no statements adduced that cannot be fully substantiated.

However, in fairness to all, we urge that any and all claims we put forth be subjected to the most searching analysis.

Proof is the only yard-stick on which to measure superiority. You are the judge and jury. Study our evidence carefully.

Advertisement

817111

SHEIP
&
VANDEGRIFT
INCORPORATED
NELSON M. VANDEGRIFT, President
CIGAR BOXES
QUALITY AND SERVICE
812-832 N. Lawrence St. Philadelphia, Pa.

It's Java Wrapped!
LA PALINA
THE QUALITY CIGAR SINCE 1896
Congress Cigar Co., Phila.

ABOVE ALL
BOLD
NOW
2 for 15c
The recognized standard of cigar quality and cigar value. Bold's pre-eminent popularity is due solely to incomparable and unchangeable quality.
Bobrow Brothers, Inc.
Manufacturers
Philadelphia Penna.

EL ROI-TAN
NEMO ME IMPUNE LACESSET
PERFECT CIGARS
SOLD EVERYWHERE—GOOD ANYWHERE

ROBERT EMMET CIGARS

3 Factories Busy

THAT the public appreciates the quality of Robert Emmet Cigars is evident from the fact that three factories are working at capacity to satisfy the demand. You owe it to yourself to try one today and pass judgment upon it.

REMEMBER: Robert Emmets are packed only in airtight tins

BREVAS SIZE

10c

Every One Branded

A Big, Liberal Sized Cigar

BLENDED BY THE MASTER BLENDER CHAS. J. SPIETZ

SPIETZ CIGAR COMPANY

MANUFACTURERS

Harper & Seneca Streets Detroit, Mich.

TOBACCO MERCHANTS' ASSOCIATION OF UNITED STATES

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Headquarters, 5 Beekman Street, New York City.

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JOSEPH MONDAY ..... Vice-President
ARTHUR WERNER, 51 Chambers St., New York City ..... Secretary and Treasurer

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

FOR SALE

FOR SALE—Wholesale Tobacco Business in a city of over one hundred thousand people. Doing a business of about one-half a million dollars per year. Address, H. & S., care "The Tobacco World."

GOING CIGAR FACTORY, MAKING A MILLION CIGARS, selling direct to retailers in four States. Established thirty-five years. Very little capital required. Reason for selling—death of founder. Must be sold at once. Address, L. W. Bradley, care of Bradley Bros., Dubuque, Iowa.

WANTED

WANTED—RELIABLE JOBBERS TO HANDLE OUR 5-CENT CIGAR. The title, "Dependable Cigars," resweat long filler and a fine wrapper. Also a long filler 3 for 10 cents brand. Title, "Double Spanish." Both brands are registered and sure repeaters. Address Standard Cigar Co., 319 Jackson St., Greenville, Ohio.

SITUATION WANTED

A CAPABLE CIGAR FACTORY EXECUTIVE AGGRESSIVE with initiative and executive ability to handle large factory or factories, capable of starting chain of factories; will be open for position shortly. Address Box Z, care of "The Tobacco World."

The Tobacco World

Established 1881

VOLUME 43 JANUARY 1, 1923 No. 1

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

PRICE: United States, Canada, Cuba and Philippine Islands, $2.00 a year. Foreign, $3.50.

HARRY BLUM
Manufacturer of
THE NEW
NATURAL BLOOM
HAVANA CIGARS
122 Second Avenue New York City

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

"111" cigarettes

Three Friendly Gentlemen

TURKISH BURLEY VIRGINIA

A MILLION MEN SMOKE THEM

Guaranteed by
The American Tobacco Co.
INCORPORATED

MADE-IN-BOND AT TAMPA

Good business sense has made it both necessary and profitable for every retailer to carry at least one brand of guaranteed Clear Havana Cigars.

The Made-in-Bond Stamp is the U. S. Government Guarantee that TUVAL cigars are manufactured entirely of imported Havana leaf.

Two generations of clear Havana cigar manufacturing by Marcelino Perez & Co., have won for TUVAL the respect and confidence of the lovers of good cigars.

Marcelino Perez & Co.
4-6 White Street, New York City

DON'T BE AFRAID

to order cigar boxes from us for any cigar you manufacture. They will enhance the value of any grade cigar.

MONROE JARRETT SONS
MANUFACTURERS OF
CIGAR BOXES
S.W. COR. RANDOLPH & JEFFERSON STREETS
PHILADELPHIA, PA.

La Flor de Sanchez Y Haya
THE OLD RELIABLE BRAND OF
CLEAR HAVANA CIGARS
Ignacio Haya
THE ARISTOCRAT OF
THE HAVANA FAMILY
MANUFACTURED BY
SANCHEZ & HAYA CO.
FACTORY No. 1 TAMPA, FLORIDA

LA MEGA
Clear Havana Cigar
MADE-IN-BOND

LA MEGA is made only in the finer grades.
More than 50 shapes and sizes to select from.
Prices and terms cheerfully furnished upon application.

V. GUERRA, DIAZ & CO.
TAMPA, FLA.

IT'S A REAL SELLER

"NEW SOUTH"

OUR efforts have been devoted to seeing how good a cigar we could manufacture to retail at FIVE CENTS and still leave a legitimate profit for the jobber and retailer.

Increasing orders from our customers indicate that **"NEW SOUTH"** has won the approval of smokers wherever introduced.

We have enlarged our facilities to meet the growing demand, and at present there is territory open for energetic jobbers seeking an exceptional Five-Cent Cigar. We have it.

CURRY & SMITH
ORLANDO - - FLORIDA

Volume 43

THE TOBACCO WORLD

Established 1881

Number 1

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, JANUARY 1, 1923 Foreign $3.50

EDITORIAL COMMENT

WE understand that during the week one-half million tickets for the Tobacco Show have been placed in seven thousand cigar outlets in New York City for distribution to the smoker. This is a forerunner of one million more tickets to be distributed in other ways.

The rapidity with which the trade has accepted the opportunities afforded by this show indicates that the progressive spirit is awakening in the industry. If the tickets result in a tremendous attendance of users of tobacco products it will accomplish a highly desirable result.

Indications point to the fact that the show will have a large support throughout the country. The Tobacco Salesmen's Association has taken a large interest in the success of the exposition and return postal cards from all parts of the country show the purpose of many from distant points to be in New York the week of February 3d to 10th.

The attendance of users of tobacco will afford a wonderful opportunity to cigar and other manufacturers of tobacco products to display their brands to an exceptional audience. In addition the retail and jobbing trade is certain to be represented by many of the prominent factors in those branches.

The advertising value of the exposition alone should commend the show to all progressive manufacturers. And it is needless to say that there will be many opportunities for sales and that many will be made.

"Let's Make It Unanimous."

THE suggestion of "The Retail Tobacconist" that the Tobacco Merchants' Association hold a convention in New York City the week of February 3d to 10th is one of merit except for the fact that the time is very short in which to make preparations for such a large gathering.

It is very certain that no convention held by the T. M. A. thus far has had in attendance as many members of the various branches of the tobacco industry as will gather in New York from February 3d to 10th. It would be a most opportune time to bring the various branches of the industry together for discussions.

An outstanding criticism of the tobacco industry has been its clannishness. Nothing breaks down reserve like conventions where there is personal contact for both business and social purposes. It is the thing that takes each and every one out of the small world, which they have been living in and creates a new interest and a new viewpoint.

If the tobacco industry is not able to hold at least one national convention a year, it would certainly be wisdom to establish regional groups of the members of the T. M. A. Let them meet twice a year, electing delegates from the various branches, groups of the industry allied with the various groups, to participate in an Annual National Convention.

As it stands today it is difficult to get a real expression from the industry in distant sections of the country. One or two jobbers or manufacturers can hardly be said to represent the opinion of the section from which they come.

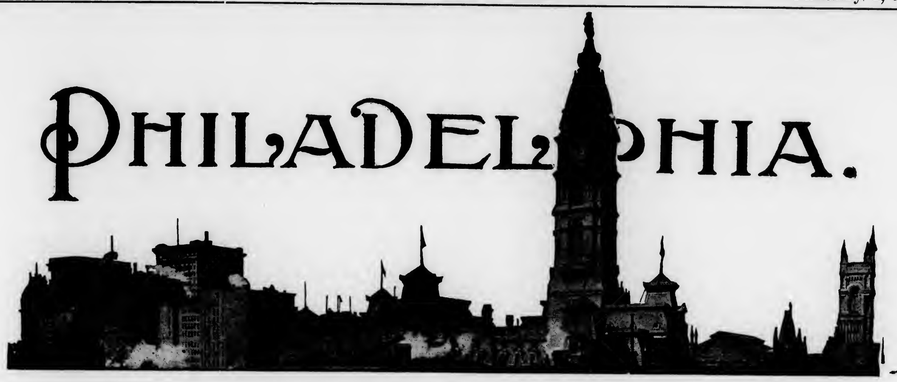
On the other hand by establishing regional groups not only would there be an opportunity to tremendously increase the membership, but at the group meetings the delegates could be instructed as to the majority opinion in each group on any questions that would come before the general convention.

Complete co-operation, is necessary in any work that affects an entire industry. Co-operation is based on confidence, and confidence is born through acquaintanceship and friendship. The opportunity for confidence to be born is afforded at conventions where men may meet socially as well as for business.

Each man naturally has a very deep-rooted interest in his own individual business and in many cases it overshadows that larger and more important factor, that of the progress of the industry itself. Unless the industry itself is progressive, its success must

(continued on Page 22)

PHILADELPHIA.



HOWARD F. PENT, PRESIDENT OF CORAZA CIGAR COMPANY

It was in a casual call to wish our friend Pent a merry Christmas and not to extract "news" that we found him in a communicative frame of mind or a mood which revealed the real Pent as a master of the cigar maker's art. General business was gradually forgotten as the enthusiasm in the art, to which so much of Howard F. Pent's life has been devoted, manifested itself. You can't expect good cigars, said he, if proper and common sense methods, reduced to a science, are not used in the selection, preparation, care and blending of tobaccos. Here, the outstanding characteristics of Pent, who loves his art and all the joys to be gotten from the weed, were revealed in the way and manner he explained how tobacco should be treated and cared for before going into a cigar.

When Howard F. Pent "opens up" as it were, and goes into the subject, one is impressed with the profound study he has made to become intimately acquainted with all the phases, characteristics and varied conditions encountered when handling tobacco. The best of choice crops may be ruined in the handling and care before it comes to the maker's hands, and, it is too often actually murdered in the so little understood science of "sweating," said Pent as he proceeded to illustrate.

The writer commented rather enthusiastically on a "Marshall Field" cigar he was smoking at the time, when Pent vehemently exclaimed, "I give my personal attention to the selection of what I deem is proper to use and exercise skill born of sacrifice and years of experience in the care and blending of tobacco." "Marshall Fields," "La Vocas" and all the cigars I make are made on scientific principles and are therefore good cigars, said Pent.

There are times, he continued, when rank carelessness and indifference on the part of factory hands will be the cause of a poor cigar now and then which proves my contention that if tobaccos are scientifically cared for and cigars made right and the blending is based on skill, nothing but good cigars, containing the "Aroma Exquisite," can leave a factory and this is what I am striving for in my factory. A thousand absolutely satisfying cigars with all the charm of a perfect aroma and "joy to the very end" constitutes a far greater achievement in my estimation than to be millions over sold on so-called cigars, said Howard F. Pent.

There is never a doubt about the sincerity of Mr. Pent. His knowledge, wisdom and sincere aim are all reflected in his unique, convincing personality.

CONGRESS CIGAR COMPANY GIVES BANQUETS

Willis Andrus returned last week from a successful trip covering Boston and Providence.

C. H. Stallman, a large jobber of York, Pa., called at the Congress Company factory last week.

On Saturday evening, December 23d, the Congress Cigar Company tendered a Christmas banquet to its factory heads at the Ritz Carlton Hotel. There were fifty-five covers. On January 4th the company tenders its sales force a banquet at the Ritz. Both events may be characterized as "love-feasts" and will go down in the history of the company as the culmination of one of the most remarkable and successful years in the cigar industry anywhere.

Lee & Cady, of Detroit, wired in an order last week to ship out one car load of "La Palinas" which means 450,000 cigars. Some Christmas present.

DUSEL-GOODLOE COMPANY HIGHLY PLEASED

Paul Brogan calmly but smilingly reports December business has exceeded any other one month in the history of his house, the entire year's business having been enormous.

Mr. Brogan expresses a firm belief that 1923 cigar business will be equally as satisfactory, if not more so.

BAYUK BROS. GIVE BANQUETS

Our interview at Bayuk Bros. Philadelphia offices revealed not only a thriving condition, but the pressure for quicker and better deliveries as great as ever.

In keeping with the mid-winter holiday spirit the house, grateful for the faithful discharge of its duties, tendered the sales force a banquet December 29th, at the Arcadia. December 30th the factory organization had their banquet at the Arcadia. It is needless to say, both events were replete with true Bayukian hospitality which is ever in evidence when we call.

NEW CIGAR FACTORIES FOR PHILADELPHIA

It is rumored about town that three over-East cigar concerns are to open factories soon in Philadelphia. One will manufacture under a union label.

A. RUNGE "SMOKE" SPECIALIST

Tucked away, down on South Delaware Avenue, 18 is the number, is one of, if not the most interesting and completely stocked smoker's emporiums in Philadelphia.

A lover of refinement and agreeable service in the matter of dispensing smoker's delights is sure to find at Runge's, 18 South Delaware Avenue, more satisfaction and real delight than at any retail store I know of. Upon stopping, as one will, to gaze in the show windows the impulse to enter becomes too strong to resist. The first thing that impresses you is the pleasing cleanliness and order noticeable in the place.

The way cigars and their prices are displayed and kept clean, fresh and bright is not only unique but striking for its simplicity, and, so far as I was able to learn, it originated at Runge's. Instead of being confined in show-cases or spread out on case-tops, the boxes of cigars from which selections are made are arranged at an angle of forty-five degrees on well constructed racks, three tiers high. Each box lid when open shows the label covered with glass which prevents the fresh, clean labels becoming dirty and fly-specked. The open box containing cigars has a separate cover of glass hinged to that on the lid. This box cover extends about two inches beyond the front edge of box on which is placed the brand and price of cigars within. This unique and original scheme also prevents the surreptitious stealing of cigars when the clerk's back is turned, as the unthinking pilferer's fingers meet glass when he makes a grab for cigars.

Mr. Runge carries not only a fine line of domestic and imported cigars very attractively displayed, but a splendid line of pipes to suit all tastes and a line of imported smoking tobaccos such as no other store in Philadelphia can show.

By actual count there are thirty-nine brands. Many unique and much prized novelties are to be found in A. Runge's neatly kept and orderly smoke emporium. One of the outstanding features observed is the service rendered and the courtesy extended the visitors, whether a purchaser or not. It's a mighty cozy and delectable place to drop in if one is looking for the joys to be found in the weed.

P. C. FULWEILER & BRO. MAKE COMPARISONS

I see no reason, said Mr. Norton, the manager of the Fulweiler house, why 1923 should not be an exceptionally big year in the cigar industry. It is a noteworthy fact, he said, that January 1, 1922, found the distributors of Fulweiler brands with 65,000 cigars left over, while this January they are entirely cleaned out. And, if this condition is prevalent generally, there must surely be a big demand coming in the new year. Mr. Norton reports a large bulk of their business for November and December came from New York State districts.

SIG C. MAYER CIGAR COMPANY HAS LATE ORDERS

Sig Mayer is expressing alarm over what he believes is anything but a desirable condition in the cigar business, due to overstocking. Sig looked quite sad when interviewed last week. The reason seemed to lie in the fact that he had received some very fat Christmas orders that came in too late for holiday shipment. Sig reported, however, that they had had a very handsome year's business.

KICICO-KING CIGAR COMPANY ENLARGING

A. N. Davis, the genial manager of the Philadelphia branch of King Cigar Company, announces the necessity of enlarging their present Philadelphia plant. Another floor has been added to meet the demand for greater production. Mr. Davis reports 1922 business largest in their history, and expects another banner year in 1923. The King Cigar Company extends Christmas and New Year's greetings to the trade.

EL PREDOMINO COMPANY HIGHLY PLEASED

N. Cohn was wearing an unusually pleasant smile when called upon this week. Friend Cohn usually greets us with a generous smile but right now he is elated over a season's business on "Della Casa" cigars, far exceeding expectations and looks for a big year in 1923. We believe he is not looking in vain. "Della Casa" is "going" strong.

PHILADELPHIA HAS A MURRAY RESTAURANT

When one mentions Murray in connection with a restaurant, visions of the spectacular and memories of the extraordinary good times and "eats" had in the picturesque rendezvous in New York known as Murray's, come back. The news that this same Murray has opened a new restaurant in our city in the new Locust Hotel on Locust, east of Broad Street, naturally sets all hearts and feet a flutter—yes, and our palates too. Of course there is to be a cigar stand and if the traditional splendors of the New York Murray palace of revels are to some degree emulated we may expect something worth flocking to see. The cigar stand will be under the management of Messrs. Koplin and Soloman, both Philadelphia men.

THOMAS MARTINDALE HAS BIG XMAS TRADE

W. S. Russell, manager of the Martindale cigar department, expresses himself as highly pleased with their Christmas trade, mentioning the big demands for such brands as "Viv" and those made by the Cuesta Rey Cy. and Louis Martinez. All of which went out with tremendous jumps. The quality was there, said Mr. Russell, and that is what I want in this place.

The "Spencer Morris" cigar came in for a large share of the season's demand. The trade seems to be calling for "Spencer Morris" more and more.

The Martindale show window in which was displayed their Christmas offerings is not only one of the most attractively decorated in the city, but called forth unstinted praise. Friend Russel did it.

F. A. TOLHURST
Philadelphia Representative.

CARL W. WOBBE RETIRES

Carl W. Wobbe, of Rose & Wobbe, seed leaf packers, of New York City, will retire from active business as a member of this firm on the first of the new year. Mr. Wobbe has been engaged in the tobacco business for thirty-seven years, but has had a desire to retire from his strenuous activities for some time. His many friends will be glad to learn that he will retain his interest in the firm and will continue to make his home in New York, although he contemplates making some extended trips throughout this country and Europe from time to time.

TAMPA

Record Holiday Business for Tampa—Another Bad Fire on December 23 — Cigar Manufacturers to Hold Meeting

Tampa, Fla., December 27, 1922.

THE Christmas spirit has taken full possession of Tampa, and it is enjoyed by all classes immensely. The rich, the bourgeois, the poor; the Catholic, the Protestant, the Jew; the proselites of all sects; even those, who do not believe in any religion, felt the contagious exhilaration of Christmas, and as permagic, followed the impulse of making others happy by acts of love and generosity that reveal, in tangible form, that the brotherhood of men is a possibility. If this Christmas spirit could be prolonged the year 'round, how beautiful this world would be! then the mortals could move into Paradise with as much ease as one moves in his own home from one room to another without fear of catching cold. As this event however seems to be too far away for the present generation, we must content ourselves with the periodical revelation that Paradise exists, and that, judging from the manifestation of joy in this Christmas, it ought to be not very distant from Tampa.

One of the factors that has contributed in large measure to the merriment and good cheer of the people this Christmas, is the peace and abundance of steady work in our factories, that brought prosperity for all and furnished the masses with plenty of money to spend in the goodly things of this world. That the working element is prosperous, was demonstrated by one detail of Christmas celebration. It is customary in Tampa to collect around Christmas an empty stocking fund to buy presents, toys and candies to poor children at the Tampa Bay Casino, under the care of the Salvation Army. This year it was noticeable that the attendance of children to the distribution of the toys and candies was smaller than in the previous year, and only about two-thirds of the attendance of the year before last; the reason for the slack in attendance is no other than the parents and families were able to purchase the toys for their children, and naturally preferred to make their own Christmas tree at home, instead of depending on charity to provide enjoyment to their children.

At the present writing some of the factories have about filled their holiday orders and are slacking production, preparatory to stock taking; others maintain full production unabated, and few others stop work to take stock and make preparations to start work with the coming of the New Year. The steady demand for goods to be shipped in January will prevent the usual quietness of the past-holiday period, and the probabilities are that the factories will continue to work in full blast after the first of the coming year.

That this holiday trade was conducted in a conservative manner, was demonstrated by the scarcity of special holiday packages. Although orders for fine sizes prevailed, they were confined to regular forties, easy to dispose of in case some were left over after the holiday season.

The manufacturers were also cautious, and the big drive of Christmas found them with so low stocks on hand, that even the parcels post route has been resorted to in order to hasten deliveries; it was a season in which demand and production were beyond anticipation, and the prospects are that the trade will be constrained to restock immediately.

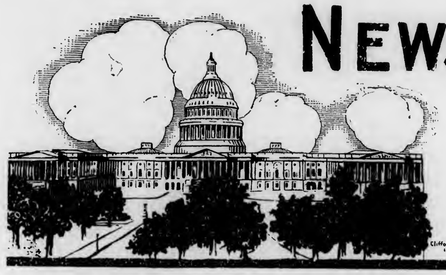
One characteristic feature of the Fall trade, was the ever increasing demand for clear Havana cigars of the finest grade, with exclusion of mediocre goods; this was most gratifying to the Tampa manufacturers, whose supremacy in this line is indisputable. The comeback of the clear Havana cigar, and the anticipation of a big crop of tobacco in Cuba, raised under the most favorable conditions, are reassuring signs of what the Tampa cigar industry may expect for the coming year.

And not only the Tampa manufacturers have cause to rejoice; but the cigar manufacturers of the country at large, cannot fail to share in the general prosperity revealed in the fact that, while the consumption of cigarettes have decreased, the demand for cigars is growing steadily, as the days roll by, towards unprecedented proportions.

The expectant condition at this time in all the factories with office forces extremely busy winding up the year's business, deprives this letter of special personal mention of their activities, until they come to the surface with the starting of the New Year, when plenty of news will be available.

Of local occurrences there is one important to mention, in the burning of the factory building of Alfonso Fernandez Brothers, at Twentieth Street and Eleventh Avenue, last Saturday morning at 2 o'clock, with considerable damage to the building and stock. The factory carried an insurance of about $30,000 and the building is owned by Manrara & Sons. This fire is an unfortunate occurrence; for this firm, which was manufacturing the Nordaes brand of cigars, was in prosperous condition; so much so, that Mr. Alfonso Fernandez was at the time of the fire in New York making arrangements for a reorganization of the firm under the title of the Nordaes Cigar Company, with additional capital and important contracts on hand for future delivery. Mr. Fernandez returned to

(*Continued on Page 20*)



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

Washington, D. C.

PRICE maintenance of cigarettes, tobacco and other trade-marked articles is sought by Representative Merritt, of Connecticut, in a bill which he has introduced in Congress "to prevent discrimination in prices, to provide for publicity of prices, and to protect good will."

Under the terms of the measure manufacturers of trade-marked or specially branded commodities, in making contracts in interstate commerce for their sale to any wholesale or retail dealer, may, for the purpose of preventing discrimination and protecting his good will, clearly mark on each unit of his product or the container thereof the price at which it shall be resold, and it shall be lawful for him to prescribe the uniform price and manners of settlement to all purchasers in like circumstances at which the different qualities and quantities of each article covered by such contract may be resold.

It is stipulated in the measure, however, that no privilege thereunder shall accrue to any vendor who has a monopoly or control of the market, nor may he be a party to any agreement, combination or understanding with any competitor in the same general class in regard to the price at which it shall be sold, either to dealers, wholesale or retail, or to the public. It is also provided that if the purchaser is unable to sell the goods at the published price, he shall first offer such goods to the seller at the purchase price before they may be sold to the public at less than the published price.

The bill has been referred to the House Committee on Interstate and Foreign Commerce, where it will probably meet the fate which has been accorded to previous measures along this line.

A total of 6,726,095,483 cigars were produced in the United States during the calendar year 1921, according to figures which have been compiled by the Bureau of Internal Revenue. For the first time in the history of the bureau, the annual report of the Commissioner of Internal Revenue contains figures showing production by various classes of manufacturers.

The report shows that in 1921 there were a total of 14,578 factories, of which 13,149 produced less than 500,000 cigars each. These factories turned out a total of 924,704,824 cigars during the year, or 13.7 per cent. of the total production. There were 510 factories whose production ranged between 500,000 and 1,000,000 cigars, their total output being 359,954,916, or 5.3 per cent. of the whole production. The number of factories turning out between one and two million cigars was 324, their aggregate production being 462,705,096, or 6.8 per cent. of the total.

A total of 356,319,868 cigars, or 5.3 per cent. of the total production, was turned out by 147 factories having an output of between two and three million cigars a year, while 76 factories, with an output of between three and four million each, produced 260,994,797, or 3.9 per cent. of the total. Seventy-three factories, with individual production of between four and five million cigars a year, in 1921 produced 329,839,128 cigars, or 4.9 per cent. of the total.

Sixty per cent. of the total production was from factories having an individual output of more than 5,000,000 cigars a year. The report shows that 178 factories, with production of between five and ten million cigars each, produced 1,233,351,899 cigars, or 18.4 per cent. of the total; 85 factories, producing each between ten and twenty million, had an output of 1,073,034,600, or 16 per cent.; 25 factories, producing between 20 and 40 million, had an output of 668,443,636, or 10 per cent. of the total, while eleven factories, each producing over 40 million cigars a year, in 1921 produced 1,056,746,719 cigars, or 15.7 per cent of the total production.

The number of cigars produced in 1921 was less than in any year since 1915, and was more than a billion less than in 1920, when the production was 8,096,758,663, the largest volume recorded by the bureau.

Although showing a decided increase over 1920, the volume of small cigarettes produced in 1921 was somewhat lower than in 1919, the report shows. The total production for 1921 was 52,085,011,560, as compared with 47,430,105,055 in 1920, and 53,119,784,232 in 1919. The year 1919, however, was the heaviest ever recorded in this class of business. The figures show that the 1921 production was three times that of 1913, when 15,555,692,661 cigarettes were produced.

The War Finance Corporation has approved an application of the Dark Tobacco Growers' Co-operative Association, Hopkinsville, Ky., for an advance of not to exceed $7,500,000 for the purpose of financing "the orderly marketing of tobacco."

Several large loans of this nature have been made by the corporation in the past, as a result of which, it is stated, tobacco growers in the South have been saved from serious losses.

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DETROIT

Detroit to be a Port of Entry on Canadian Border—A. G. Wiedmann Joins American Box Supply Co.—Harry Stamm and Wife Have Narrow Escape—T. W. Powell Joins Webster Cigar Co.—Thieves Active During Holiday Rush

Detroit, Mich., December 26, 1922.

DETROIT is to be one of the three ports of entry to the United States on the Canadian border after January 1st. Detroit will rank first of the border ports in importance as a port of entry, and the flow of immigration from and through Canada will be directed through Detroit into the United States. Dr. P. L. Prentis has been selected to supervise District No. 11, of which Detroit will be headquarters.

Santa Claus went over the top in the retail trade here in the Dynamic City, our leading cigar stores report a banner business and only the 1919 season, when prices were higher, may exceed the December figures of 1922. Many leading and popular brands were oversold and a shortage of one-fortieth packings existed at the factories. Practically every merchant in the city enjoyed a phenomenal business. The department stores had an exceptional holiday trade and many thousands of extra sales people were necessary to take care of the holiday shoppers. Now that the rush is over the various dealers and factories are busy with inventories and making plans for trips to Palm Beach and other winter resorts for a much needed rest to enjoy the proceeds of their labor.

I have just received the information that Arthur G. Wiedmann, president of the Wiedmann-St. Louis Cigar Box Company, of St. Louis, Mo., has joined the Wadsworth-Campbell and American Box Supply Company, of this city. Mr. Wiedmann will be associated with the above mentioned companies in the capacity of vice-president, occupying an executive position, being a director, and actively identified with both companies. Mr. Wiedmann will move to Detroit with his family about the 15th of January, but will retain his interest and official position with the St. Louis organization, of which he is president. Mr. Wiedmann is well known throughout the country, having been associated with the industry for the past thirty years and has a thousand friends in the trade. The new connection of Mr. Wiedmann will be a wonderful asset to the future business of the Wadsworth-Campbell Box Company and American Box Supply Company, and will help to fortify the present position that both companies now enjoy with the trade.

Louis Erlich, of the firm of Rothenberg & Schoss Company, Kansas City, Mo., was a recent visitor to the city of Detroit. The Rothenberg & Schloss Company have taken on "Webster" cigars (Webster Cigar Company) for distribution in Kansas City, Oklahoma and New Mexico. An extensive campaign will be conducted on "Webster" cigars throughout the entire territory covered by this firm.

Samuel Frant, branch manager of the American Cigar Company, had the unique experience of having his pocket picked on an overcrowded street car during the holiday rush, but Sam's memory for faces saved his bankroll. Remembering the eye and facial expression of the artist who gave him the extra push, a little fistic encounter ensued, in which Sam came out the conquerer and the nimble-fingered gentleman disappeared over the horizon. Sam who was calling recently, complained of his bad luck with the galloping dominos, so the hostess presented him with a miniature white elephant, an omen of good luck, and wae cautioned never to be without it, now Sam has faith in little elephants and all good luck pieces.

Harry Stamm (Worth Cigar Company) and Mrs. Stamm had a narrow escape from death on Christmas night. While returning from Wayne, where they had been attending the Christmas festivities, they were run into by a drunken motorist, demolishing their car and left them hanging over a thirty-foot embankment. Luckily Mr. and Mrs. Stamm were not seriously hurt, both were able to return to Wayne without medical attention.

Thomas W. Powell, formerly connected with John T. Woodhouse & Co., of this city, and more recently representing the "El Roi-Tan" cigar factory, has accepted a position with the Webster Cigar Co., and will represent the Webster factory in Kansas, Oklahoma and New Mexico through the Rothenberg & Schloss Co., who are the "Webster" distributors. Tom will move his family to Kansas City, which city will be his headquarters. We regret to see our old chum leave this part of the country, and extend to him our sincere wishes for success. With such a high grade and quality brand as the "Webster" cigar we are confident he will make it the leading seller in the West.

Paul Pierson, of the Heywood, Strasser & Voight, was a recent visitor to the city of Detroit.

Mark Levine, of H. Duys & Co., New York, N. Y., called on the manufacturing trade here recently.

C. Cody MacDonald, factory representative of F. Vega & Co., spent a few days in the city last week conferring with President "Doc" Rosebro and making plans for the 1923 campaign on "Las Vegas" in the State of Wisconsin.

Al Webb (Chas. F. Becker Co.) and Mrs. Webb spent the Christmas holidays with relatives in Chicago, where they held the family reunion.

The American Box Supply Company and the Wadsworth-Campbell Co. will have an exhibit at the tobacco show which will be held at the Grand Central Palace, New York City, N. Y., from February 3d to the 10th. Friends and customers are invited to attend and make booths 139 to 141 and 152 to 154 their headquarters.

Thieves stole a 500-pound safe from the drug store of Alexander Reid, located at 16548 Woodward Avenue. The thieves entered through a rear window, opened the rear door and carted away the safe containing $400. It was found at Greely Avenue and the Sevenmile road, its combination battered off. Mr. Reid reported that nothing else was taken.

Fred Cooper, formerly of the Normandie Hotel cigar stand and recently associated with the M. E. Mayer Company of Kalamazoo, has returned to the city and is now making his headquarters at the Bookins Hotel, 25 Sproat Street.

O. M. Knight, of the Hav-A-Tampa Cigar Company, was a December visitor to our city, looking after the interest of "Hav-A-Tampa" cigars, which are distributed by Claude E. Howell.

Sandy Stuart (Joseph J. Schaefer) spent the holidays in Detroit and was degistered at the Plaza Hotel.

"Melachrino" cigarettes were attractively advertised prior to and during the holiday week, with many artistic window displays showing a living room with French doors and the chimney for old Santa to bring down the favorite smokes, "Melachrino," for Dad. The displays were designed by Billie Burke, general representative for the Tobacco Products Corporation.

Charles W. H. Robinson, general manager of Bayuk Bros., Inc., Detroit branch, has left for Philadelphia to attend the annual conclave given by the company each year to their various managers and factory representatives. This affair is always a big event and this year promises to be the banner one, on account of the tremendous growth of the Bayuk brands and the very prosperous year enjoyed by the firm.

Van B. Winters has joined the sales staff of F. Vega & Co. and will promote the sales of "Las Vegas" cigars in the Middle West. Van is well known in the cigar industry and has a thousand friends in the trade, and with a high grade brand like "Las Vegas," nuff sed, he will make them the leader in his entire territory.

Henry Toplitz (Pasbach-Voice Lithographing Co., Inc.), spent the holidays with his family in Detroit. Soon after the first of the year Henry expects to open up an office here, where he will have on display samples of his company's products.

After gaining an entrance through a rear door, thieves removed the safe from the drug store of William D. Foley, 8357 Gratiot Avenue, placed it on a sled and dragged it to the street, where it is believed to have been loaded on a truck. The safe contained $1000 in cash, as well as many valuable papers and postage stamps.

Mr. H. A. Meyers, who for the past nine years has been associated with Mr. A. R. Cunningham in the development of the Central Drug Company's chain stores, has resigned his position effective January 1st, Mr. Meyers has been in ill health for several months and his physicians have advised an entire change of climate. Mr. Meyers will be succeeded by Mr. A. J. Muir, who is maintaining offices in the Woodward Arcade.

Old News Boys Break All Records, more baskets sent this year to the poor children than in the past, over $27,000 was collected by the sale of newspapers, which will provide for exactly 15,092 children this year, insuring each one a MERRY Christmas.

As in the olden days: Cigarettes in Detroit are now down to pre-war prices because of the great price cutting war now going on between dealers and makers of the paper-covered smokes. Wholesale and retail dealers say the manufacturers have reduced their prices, thus permitting the cut. "Whenever the manufacturers announce a cut of price we pass it down to the consumer," explained a Michigan Avenue tobacconist.

Here's wishing the trade and readers of THE TOBACCO WORLD a very HAPPY and PROSPEROUS New Year.

Yours truly,

Mike of Detroit

NATIONAL BOARD OF T. S. A. HOLD CONVENTION

The National Board of Tobacco Salesmen's Associations, consisting of Tobacco Salesmen's Association of America, Inc. New York, Boston Tobacco Salesmen's Association of America, Tobacco Salesmen's Association of Newark, N. J. and Tobacco Salesmen's Association of Jersey City, will hold their third annual Convention on Friday and Saturday, December 29 and 30, 1922, at Hotel Berwick, Newark, N. J.

The Convention will open at 10.30 A. M. on Friday morning and the delegates will be entertained by the Tobacco Salesmen's Association of Newark, N. J., at a banquet to be held on Friday evening, December 29th. It is expected that Mayor Breitenbach and Commissioner Matthews will be present.

The purpose of this convention is to consider ways and means for the further advancement of Tobacco Salesmen's Associations, which have been organized for more than a period of ten years, create a closer bond of friendship between the "knights of the grip"; dissipate antagonism and eliminate unfair competition.

The officers of the National Board of Tobacco Salesmen's Associations are as follows:

President, J. J. Ollendorff, New York.
First Vice-President, William F. O'Brien, Boston.
Second Vice-President. E. M. Freeman, Newark.
Third Vice-President, Harry Knowiser, New York.
Treasurer, Irving Frischberg, Boston.
Secretary, Abe Brown, Newark.
Assistant Secretary, Miss R. Levy.

New officers will be elected at this convention for the ensuing term of 1923.

MORE SPACE TAKEN FOR TOBACCO SHOW

A. B. Newman Company, one of the largest houses in the business handling imported Turkish tobaccos, pipes, cigarette- and cigar-holders, arranged for a large space yesterday to exhibit in the coming Tobacco Industries Exposition.

Their exhibit promises to be one of the unique features of the whole affair, because they are going into it in the right way and will spring some new ideas that will be the talk of the trade.

They are getting out special invitations to six hundred dealers and have arranged to send tickets to them.

I'M a proud man today. And my cigar points upward at an angle of forty-five degrees.

It's this way! Many moons since, with courage born of sheer foolhardiness, I tackled the job of a giant. Armed with nothing but an idea—the idea that the trade should have a slogan—I butted my head against the thick wall of public indifference to interest the trade so they would adopt a slogan.

I butted that wall with the patience of Job, and the obstinacy of a Missouri army mule. The wall was thick and hard and nothing gave way. Gee, it was tough work!

Then came a welcome ally—"The Tobacco Leaf." He rained mighty blows upon that wall, week after week, and soon public apathy changed to public interest.

Action of course followed.

The Tobacco Merchants' Association of the United States took up the good cause—and they did it the right way. They offered five hundred dollars in three prizes for the three best slogans. Any one can send in slogans. Any one can send as many as he pleases. Any one can send them to any of the trade journals of the industry.

All of which is good.

That's why I am a proud man today. When I started in this work it seemed as though I were cutting down a giant oak with a dull penknife, and that it would take me a thousand years; but, lo! the deed has been did in less than a year.

Mr. Editor, of "The Tobacco Leaf," I salute you for your sturdy help. Gentlemen of the Tobacco Merchants' Association of the United States, I commend the wisdom of your action.

Several years ago when the nickel had become so small and insignificant that in sheer shame-facedness it had crawled into a small hole and pulled the hole in after it the Vice-president of the United States asserted that what the country really needed more than anything else was a good five-cent cigar.

What the country needed then, and always will need, was a good staple article, suitable for the great bulk of the people, which combines three things, *viz.:* Quantity, Quality, Moderate Price.

Every really wise dealer should go on a still-hunt for a cigar which contains these three essentials—and he should continue his relentless and strenuous search until he has found a brand which contains them in better proportion and on more generous lines than any he can find. Having found this gem of great price he should make the most of it. He should push it, specialize on it, capitalize it, concentrate upon it, advertise it and make it the leader in his business.

He should tell his customers how long and arduously he searched to obtain a cigar which would yield them the most smoke, and the greatest happiness for the least money. How he wrote to a thousand manufacturers and interviewed ten thousand salesmen; how he smoked a million samples and turned down all but this one; how he believed he led the world in this modest-priced cigar. How for an insignificant nickel a man could take a ride on the smoke of this cigar through the delightful country of fairyland.

Oh, a wonderful opportunity exists here for a dealer who can appeal to the imagination of his customers to make them prisoners of this cigar, cause them to believe it is the greatest thing that ever happened in the smoke line and pull an unending stream of nickels from their pockets. Go to it!

Comes now Nineteen-Twenty-Three. It is a book—a wonderful book—with snow-white pages, and each of us must write upon every page.

The name of the book is *Opportunity.*

What are we going to write in this book, you and I? And how are we going to bind it? For bind it we must.

We can, if we wish, write the story of useless pleasure, of wasted time, of a drifting life. And we can bind it in gaudy colors, with flashy pictures. This book may please and charm us at first, but it will become hateful in our sight as the years roll on.

Or—we can write a page each day of a high resolve to play a man's game like a man—of selecting a high ideal, a goal, a worth-while, an object to strive for. We can write of work and struggles, of temptations, some of which we resisted, some of which we yielded to; of victories and defeats. We can write of hard work and of much play when we should have been at work. If we are wise we can write that there is more solid pleasure in working and winning than in playing and losing.

What are you going to write on these snow-white pages?

Did you ever reflect on the machinery for effecting a sale—the method, the system?

There are three parts. The greeting, showing the goods, closing the sale. If you will impress these

(*Continued on Page 24*)

We will Exhibit

at the

Tobacco Show

to be held at

The Grand Central Palace, New York
February 3 to 10, 1923, in
Booths No. 131, 132, 161 and 162

the following Universal Machines and Devices:

Model M Tobacco Stripping and Booking Machine
Model M Tobacco Stripping and Non-Booking Machine
Model F Tobacco Stem Crushing and Booking Machine
Model F Tobacco Stem Crushing and Non-Booking Machine
Model L Short Filler Bunch Machine
Huttger Long Filler Bunch Machine
Model J Leaf Counting Device
Model K Gum Cleaning Device
Model W Butt Cutting Device
Model E-1 Wrapper Register
Model D-2 Wrapper Register
Model C-3 Wrapper Register

In view of the assured success of the International Tobacco and Allied Industries Exposition, we respectfully urge your attendance

Universal Tobacco Machine Co.

116 West 32nd Street, New York, U S.A.

Factory: Newark, New Jersey, U.S.A.

News from Congress

(*Continued from Page 11*)

Italy has always provided a good market for American raw tobacco, and American leaf tobacco in the past comprised fully 80 per cent. of Italian imports of that product from abroad, according to a report just made public by the Department of Commerce as a result of a survey of the Italian market made by Special Representative Alfred P. Dennis. The amount of tobacco brought from the United States has shown a progressive increase up to last year.

For the past four years, and for the year 1914, the imports of American raw tobacco into Italy were as follows: 1914, 14,664 metric tons; 1918, 17,735 metric tons; 1919, 28,618 metric tons; 1920, 27,359 metric tons; 1921, 21,072 metric tons.

Of the total imports of about 6,576,000 kilos of raw tobacco (1 kilo equals about 2.2 pounds) during the first three months of 1922, about 5,760,000 kilos were from the United States.

During the five-year pre-war period (1909-1913), the average acreage planted annually was 19,940 acres. This rose to 32,701 acres in 1920, and to 56,931 acres in 1921. The yields, however, were not commensurate with the increased acreage, amounting to 16,576 metric tons in 1921 as compared to 12,820 metric tons in 1920 and 10,069 tons for the five-year pre-war average. It works out that the yields per acre have fallen from 2348 pounds for the five-year pre-war average to 2162 pounds in 1920 and 1612 pounds in 1921.

While exact figures are not obtainable from the Government Tobacco Monopoly, it may be stated that consumption has increased in the last seven years by fully 66 per cent., and this despite the fact that the cost of tobacco in its most popular form—the cigarette—is 500 per cent. higher in lire than before the war.

The entire tobacco business in Italy, viewed from every angle, is a matter of State control; the importation, the native cultivation of the plant, its manufacture and distribution are all subject to strict Government control and regulation. The Government derives an enormous revenue from the monopoly—in the fiscal year 1920-21 over two and a half billion lire were realized from the Government monopoly—and is making an intensive effort to encourage native production not so much for the purpose of cutting down imports but so as to increase its revenues. The Government issues the seed to the native tobacco grower, supervises the cultivation of the plant, sees to it that the crop is harvested under Government inspection, and eventually stored in Government warehouses. All tobacco that does not come up to tests imposed by State inspection and all plants that are not worth harvesting are carefully destroyed in order that no contraband sales or private cultivation may be carried on by the farmers. Efforts have been made under Government patronage to reproduce on Italian soil types of American tobacco such as the Kentucky, Maryland, and Virginia varieties that for years have been popular with consumers. These efforts have been far from successful, though one finds in Italy types of tobacco growing which are denominated Kentucky, Maryland, or Virginia, as the case may be.

Changes in the proposed rules for the Carriage of Goods by Sea which are sought by business men in this country were submitted to the United States Shipping Board at a conference held September 21-22. The meeting was called for the purpose of acquainting Norman B. Beecher and Judge Charles M. Hough, who will represent the United States at the international conference on the subject in London, with amendments which interested parties in this country wish to have embodied in the rules. Those present included representatives of national associations, shippers, ship owners, bankers and insurance men.

The proposed rules are a revision of the 1921 Hague rules relating to bills of lading, and their international adoption is expected to result in the adoption of a uniform bill of lading. There is a general sentiment in favor of an international agreement on bills of lading, it was pointed out, and the London conference will be a long step forward toward that end.

Among the changes proposed were amendments to the rules which would prevent a carrier from receiving the benefit of cargo insurance taken out by a shipper, it being held that the full market value of the goods at the time of loss should be recovered from the carrier by the shipper. It was also urged that rules be adopted prohibiting a ship from deviating from regular routes except for humanitarian reasons.

The greatest demand was for a uniform bill of lading, recommendations being made that a criminal penalty be provided for the issuance of a bill of lading not in conformity with the rules. Until the same uniformity is reached in ocean bills of lading as is obtained in interstate bills of lading through the Pomerene act, bankers pointed out, the banks of the country must regard them as very poor security.

It was also suggested that carriers be prohibited from using on bills of lading rubber stamped declarations that they are not responsible for pilferage, leakage or frail packing.

Among the important matters considered was that of changing the limitation of liability. At present it is £100; it was declared that the average value of unvalued freight is not more than £50, and it was suggested that the limitation be made $250. Other interests, however, declared that the figure of £100 was arrived at as a compromise between the very expensive freight and the inexpensive freight, and it was urged that the limitation of liability should be made large enough to make it more expensive for the ship owner to pay for loss or damage to cargo than to provide proper care to prevent such loss or damage.

Forty thousand dollars, an increase of $10,000 over the existing appropriation, is asked for the testing of miscellaneous materials, including supplies for the Government departments. The development of color standards, methods of manufacture and of color measurement, with special reference to the industrial use in standardization and specification of colorants, such as dyestuffs, etc., will require a fund of $10,000, the same as now provided. An increase of $40,000 over the existing fund, giving an appropriation of $190,000, is asked for technical investigation in co-operation with the industries upon fundamental problems in-

(*Continued on Page 18*)

A·B·S
CIGAR MANUFACTURERS SUPPLIES

AN APPRECIATION

WE HEREWITH extend to the cigar trade our appreciation for the business we have been favored with in the past and the prominent position we now hold as suppliers to the trade. The growth and success of any business depends principally upon the quality of its products and the quality of its service. It is our aim to maintain in the future the same high quality standards which we have maintained in the past.

The Calvert Lithographing Company and the Heekin Can Company, two of our principal sources of supply, are making extensive additions and betterments to their plants in order to supply our fast-growing demands. Our connections with these concerns, as the exclusive selling agents for their labels and cans, together with our other connections for various supplies, put us in a position to render the utmost in quality and service to the cigar trade.

Best Wishes for a Prosperous New Year

2309 RUSSELL AT GRATIOT **American Box Supply Co.** DETROIT, MICH.

"Let's Make It Unanimous"

Come and see us at the Tobacco and Allied Trades Exposition, Grand Central Palace, New York—Booths Nos. 139 to 141—152 to 154—February 3rd to 10th, 1923

"BEST OF THE BEST"

OPTIMO CIGARS
VERY MILD VERY MILD

Manufactured by **A. SANTAELLA & CO.**
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

Whatever your Question

Be it the pronunciation of **Bolsheviki or soviet,** the spelling of a puzzling word—the meaning of **blighty, fourth arm,** etc., this **Supreme Authority—**

WEBSTER'S NEW INTERNATIONAL DICTIONARY

contains an accurate, final answer. 400,000 Words, 2700 Pages. 6000 Illustrations. Regular and India-Paper Editions.

G. & C. Merriam Co., Springfield, Mass.

Write for specimen pages, prices, etc., and FREE Pocket Maps if you name this publication.

Holiday Greetings

IN wishing you all our hearty good wishes for the coming year, we gratefully acknowledge the generous patronage and friendly co-operation that has made 1922 the crowning year of our business history.

BAYUK BROS. Inc.
PHILADELPHIA, PA.

News from Congress

(*Continued from Page 16*)

volved in industrial development following the war, with a view to assisting in the permanent establishment of new American industries.

Among the appropriations asked for the Postal Service are funds of $6,500,000 for the payment of limited indemnity for the injury or loss on domestic registered, insured and collect on delivery mails; and $100,000 for the payment of limited indemnity for the injury or loss of such matter in international service. This is an increase of $2,135,000 and $25,000 over the current appropriations, respectively. The cost of collecting the customs during the fiscal year beginning July 1, next, is estimated at $12,250,000, an increase of $1,050,000 over the existing appropriation. The Bureau of Internal Revenue asked for appropriations totaling $32,700,000 for the collection of internal revenue taxes, a decrease of $1,709,690 from the appropriations for this year.

RIEDERS ENTERS ACCOUNTANCY FIELD

Henry H. Rieders, certified public accountant (State of New York), who for over twenty years was connected with the Metropolitan Tobacco Company in the various capacities of credit man, general manager and assistant auditor, has become associated with Louis I. Kane, also a certified public accountant of New York, under the firm name of Kane & Rieders, with offices at 36 West Forty-fourth Street, New York City, New York.

Mr. Rieders is particularly adapted to accounting as required by the tobacco industry, and with his present association, and the assistance of a well-trained and experienced auditing staff and every mechanical facility, he is prepared to give expert advice on questions of finance, costs, systems, accounting or taxation.

NEW JOBBER FOR DES MOINES

Albert Anderson, who, for thirty years, has been associated with the C. C. Toft Company, of Des Moines, Iowa, has resigned from that company, effective January 1, 1923, and will open a jobbing business in his own name in that city handling cigars, cigarettes and tobaccos. Mr. Anderson, immediately prior to his resignation from the C. C. Toft Company, was manager of their cigar department, and has had considerable experience in this line. He has many good friends in the industry, and we all wish for him a Happy and Prosperous New Year.

J. A. VOICE RETURNS FROM VACATION

J. A. Voice, of Pasbach-Voice Lithographing Company, Incorporated, has just returned from a short vacation spent at Virginia Hot Springs, in conjunction with numerous friends.

Samuel Paley, of the "La Palina" firm, was also at Hot Springs, and he and Mr. Voice entered into some strong competition for the honors on the golf course, but these were pretty evenly divided.

Happy New Year!

Be sure to visit our Exhibit in Space #99 at the

INTERNATIONAL TOBACCO TRADES EXPOSITION

February 3d to 10th, 1923

GRAND CENTRAL PALACE

46th St., 47th St., Lexington Ave., Depew Place, - NEW YORK CITY

LIBERMAN NEW MODEL SUCTION TABLES, LIBERMAN LONG FILLER BUNCH TABLES, and the new LIBERMAN POWER SCRAP BUNCH MACHINE will be in operation at the Exhibit.

"LET'S MAKE IT UNANIMOUS."

LIBERMAN MANUFACTURING COMPANY

N. W. Corner 20th Street and Allegheny Avenue, - PHILADELPHIA, PA.

MURIEL CIGAR

The Recognized Standard of Cigar Quality and the Recognized Standard of Cigar Value.

Muriel's pre-eminent popularity is due solely to Muriel's incomparable and unchangeable Quality.

P. LORILLARD COMPANY

119 West 40th Street, New York City.

BOX SALES

The standing of a cigar in popular favor is indicated by the number of smokers who buy a box at a time.

Blackstones in boxes of fifty and in pocket packs of ten and five move freely wherever the brand is established.

Long Havana filler, imported Sumatra wrapper. Forty years of high repute and consistent advertising have gained it recognition as a gentleman's cigar.

Blackstone

2 for 25¢ **CIGARS** *Also makers of* TOTEM 8¢ *cigar*

WAITT & BOND, Inc., Newark, N. J.

Cigar Manufacturers Association of Tampa

IDENTIFICATION STAMP

This stamp on each box protects the trade
Demand it on your goods

This Association, in behalf of its members, wishes to thank the trade—both Distributors and Dealers—for their loyal support of Tampa brands.

YOUR Assistance has been invaluable to us, and we take pride in announcing that "Tampa" is making more cigars today than at any previous time in her history.

Tampa Makes Good Cigars

Demand the Identification Stamp

Tampa Items

(*Continued from Page 10*)

Tampa and is seeking a suitable location to resume operations immediately.

On the 3d of January next, the Cigar Manufacturers' Association will hold their regular general meeting, when the board of directors will be elected for the incoming year, the present board, as the end of their term approaches, feels a sensation of relief and satisfaction for the results obtained by their efforts to preserve the peace and promote the cordiality of relations now existing among the various elements composing the cigar industry. A great deal of reconstructive work has been accomplished, and the foundation has been laid for further advancement towards a better understanding and concerted action to improve general conditions. It was a hard and meritorious work, whose value can not be properly estimated by those on the outside, but that nevertheless deserves the thanks of all those whose interests are linked with the cigar industry of Tampa.

And now farewell. The year 1922 leaves us in high spirits for a bright future. Let us hope that 1923 will bring with him the unbounded prosperity that for the readers of THE TOBACCO WORLD, one and all, wishes with heartfelt sincerity,

VERITAS.

CUBAN SALES TAX

The following information is furnished by the T. M. A. of America:

Our attention has been called to the fact that a sales tax of 1 per cent. is being collected by Cuban leaf dealers from purchasers of leaf tobacco for export to the United States under the new Sales Tax Law passed in Cuba on October 9th, and which became effective on December 1st.

While we have not seen the original text of the statute, we have before us a statement of the Department of Commerce reading as follows:

> "A tax of 1 per cent. will be collected on the gross amount of all sales made by merchants, manufacturers, or industrial establishments, according to a Cuban law of October 9, 1922 The tax will be based on the exact value of the article at the time of sale. The following will be excepted from the payment of this tax: Exportations of raw materials or manufactured products, except sirup; wines, tobacco, and industrial alcohol when sold directly by the producer; gross sales of merchandise which do not exceed $1,000 for each quarter, and sales made by small retail dealers, etc. The tax becomes effective on December 1, 1922."

It will thus be noted that the statute imposes a general sales tax of 1 per cent. upon the gross amount of all sales made by merchants, manufacturers, or industrial establishments, etc., with certain exceptions therein specified.

According to our information it seems that a question has been raised as to whether or not the sales tax applies to tobacco sold for export, and that, pending a decision of the Treasury Department, leaf tobacco vendors are *provisionally* collecting the tax from vendees subject, of course, to refund if the department should hold that the tax is not applicable to such sales.

(*Continued on Page 21*)

CUBAN SALES TAX

(*Continued from Page 20*)

To put it another way, all tobaccos, both raw as well as manufactured, sold for export are exempt from the sales tax, while as regards raw tobaccos sold for domestic use, sales made directly by the producer are exempt from the tax, while sales made by parties other than the producers are subject to the tax.

I believe, therefore, that there is no cause for apprehension that the tax is applicable to tobacco sold for export. At any rate, whatever doubt there may exist as to the meaning of the statute could be expeditiously solved, if not by a decision of the Cuban Treasury Department, by a test case brought in the Cuban courts.

It has been suggested that the matter be taken up with our State Department. But, the mere fact that leaf tobacco dealers are collecting the tax as a matter of precaution to protect themselves as against a possible contingency of being called upon by the authorities to pay it, can hardly form a sufficient ground for diplomatic negotiations. The Cuban Government has not as yet imposed that tax on tobacco, and there is reason to believe that it never will exact that tax, for the statute does not seem to authorize it.

LIVERPOOL TOBACCO MARKET

For the month of August there was unusual activity in the Liverpool tobacco market, according to information received from Consul Horace Lee Washington. There were fair demands for both dark Kentucky and Virginia tobacco and the market for Lyasaland tobacco showed an improvement over the past several months.

In spite of the general slackness in trade, clearances from bond continue very steady, which indicates that consumption is remaining on a parity with that of 1921 since the consumption for the first six months of 1922 was 65,340,248 pounds, and the total amount retained for home consumption in 1921 was 136,746,683 pounds.

GOOD YEAR FOR "LA SINCERIDAD"

Joe Ollendorf, famous representative of Berriman Bros., has returned to New York after a visit to the factory in Tampa. He is particularly elated with the outlook for 1923 on the "La Sinceridad" brand. Joe's efforts along this line have been productive of exceptional results in New York territory.

BUG EXTERMINATOR SERVICE STATION FOR TAMPA

The Shuey Tobacco Bug Exterminator Service of Cincinnati, Ohio, announces that it will open a service station in Tampa, Fla., on January 1, 1923. The station will be located at 1820 Twelfth Avenue, Ybor City.

This service has been operated in Tampa in several factories and reports indicate that all claims have been substantiated as far as the work has progressed.

MARSHALL FIELD

Java Wrapped

5 Popular Sizes

PIONEER ..... 10c L. CORONA 15c
FIELD ..... 2 for 25c MARSHALL 15c
STANDARD ..... 3 for 50c

HOWARD F. PENT, President
CORAZA CIGAR CO.
7th & Cherry Streets Philadelphia, Pa.

SAN FELICE

FOR GENTLEMEN OF GOOD TASTE

The Nation's Choice For a Quarter of a Century

Two For 15 Cents

The Deisel-Wemmer Co.
MAKERS
Lima :-: Ohio

Members of the industry are cordially invited when in Philadelphia to make the offices of

The Tobacco World

their headquarters, and to make use of our services in any and all ways. For conferences a private office will be placed at their disposal, if desired. Remember the address, 236 Chestnut Street, Philadelphia, Pa.

Telephone, Lombard 1768

Always Pleasing *Always Pleasing*

LAS VEGAS
A
GOOD CIGAR

IMPORTED JAVA WRAPPER
HAVANA FILLER

10 Sizes—10c to 3 for 50c

We have left certain territories to offer distributors at this time on account of our increased production, and live distributors would do well to get in touch with us—Las Vegas is less than a year old and is now sold by some of the largest and best jobbers in the U. S. This brand is now being sold by the millions.

F. VEGA & CO.
1361-63 Gratiot Ave., Detroit, Mich.
Factories: Detroit, Mich.; Dayton, O.

Smoke
C. H. S. CIGARS

The Best
5c and 10c
HAVANA CIGARS
in the World

MADE-IN-TAMPA
BY
VAL. M. ANTUONO

Editorial Comment

(*Continued from Page 7*)

depend on the individual efforts of the progressive minority.

In an industry numbering as many manufacturers as the cigar industry, the group meetings with one general convention a year, has been highly productive of increased interest and membership, as well as developing considerable progress.

The entire tobacco industry needs to be awakened and the burdens carried by a few hundred should be distributed among the thousands. In our opinion a group plan for the industry could be worked out, so that there would be no long distances to be traversed to attend a meeting. It would have the effect of stimulating interest throughout the country and would no doubt be productive of ideas and efforts that would prove of great value.

UNIVERSAL WILL EXHIBIT

THE Universal Tobacco Machine Company are very enthusiastic over the coming International Tobacco and Allied Industries Exposition, to be held at Grand Central Palace, New York City, February 3d to 10th.

In a letter from this company to THE TOBACCO WORLD they write as follows: "In an exposition of this character, all of the different branches of the industry should be represented, in order to make it of the greatest educational value to those who visit the show. The management of the show have adopted the right course in enlisting as the basis of the exposition, the different tobacco machinery houses throughout the country, because after all is said and done, moving exhibits in any show attract the greatest amount of attention.

Affairs of this kind have been successful in many other lines of business and we see no reason why similar success should not attend an exhibition of the Tobacco Industry. At any rate, we plan on doing our part toward making this show a success.

We have already called it to the attention of the cigar manufacturers throughout the United States and Canada and urged them to attend if possible. We will be well represented in the show and plan on exhibiting our various machines in actual operation.

May we suggest that all cigar manufacturers do all in their power to boost this show and help make it as big a success as possible, because, in the last analysis, you, like ourselves, are interested in seeing a greater tobacco industry. Urge that all the various factors in the industry get together. This show can be made a big thing if we will all pull one way."

"Let's make it unanimous."

UNITED-SCHULTE MERGER AGAIN POSTPONED

The much-talked-of merger of the United Cigar Stores Co. and D. A. Schulte Stores has again been called off, according to reports. This project seems to be revived from time to time but with very little result, whether on account of lack of interest on the part of one party or another, or disagreement as to terms, could not be learned.

NOVEMBER WITHDRAWALS SHOW GREATER INCREASE IN PRODUCTION OF CIGARS

The following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of Internal Revenue collections for the month of November, 1922. (Figures for November, 1922, are subject to revision until published in the annual report):

Products	*November, 1921*	*November, 1922*
Cigars (large)		
Class A ..... No.	195,454,715	249,140,512
Class B ..... No.	158,201,200	155,083,838
Class C ..... No.	245,148,492	256,984,649
Class D ..... No.	12,398,440	12,703,642
Class E ..... No.	3,968,411	5,387,661
Total	615,171,258	679,300,302
Cigars (small) ..... No.	52,962,253	50,966,800
Cigarettes (large) .... No.	1,379,131	1,819,058
Cigarettes (small) .... No.	4,235,407,227	4,524,272,177
Snuff, manufactured... lbs.	3,024,443	3,196,863
Tobacco, manufactured lbs.	27,747,196	30,640,668

Note: The above statement does not include tax-paid products from Porto Rico and the Philippine Islands. This information is shown in supplemental statement.

Tax-paid products from Porto Rico for the month of November.

Products	*November, 1921*	*November, 1922*
Cigars (large)		
Class A ..... No.	4,066,200	10,106,250
Class B ..... No.	1,002,020	2,257,725
Class C ..... No.	7,667,200	5,757,560
Class D ..... No.	328,500	18,750
Class E ..... No.	5,100	2,500
Total	13,069,020	18,142,785
Cigars (small) ..... No.	720,000	2,000,000
Cigarettes (large) .... No.	50,000	45,000
Cigarettes (small) .... No.	120,000	40,000

Tax-paid products from the Philippine Islands for the month of November.

Products	*November, 1921*	*November, 1922*
Cigars (large)		
Class A ..... No.	8,103,370	21,673,515
Class B ..... No.	861,475	329,280
Class C ..... No.	135,344	195,902
Class D ..... No.	750	825
Class E ..... No.	25	951
Total	9,100,964	22,200,473
Cigarettes (large) .... No.	200	2,100
Cigarettes (small) .... No.	218,890	95,880
Tobacco, manufactured lbs.	234	645

Note: Quantities of tax-paid products shown in above statements are indicated by stamp sales reported for the month.

LUBETSKY BROS. PLANT DESTROYED

The plant of Lubetsky Bros. & Company, at Grand Rapids, Mich., was totally destroyed by fire a short time ago, and caused some disappointment among the trade on account of not being able to get "Little Odins" for the holiday trade. The larger sizes were effected only and production on these will be resumed very shortly.

STICK TO Cinco - IT'S SAFE

OTTO EISENLOHR & BROS. INC.
PHILADELPHIA —— EST. 1850

5c "Keen Kutter" 5c
NONE BETTER FOR THE MONEY

¶ Guaranteed to be wrapped with Imported Sumatra and filled with Havana. The best *Nickel* cigar on the market for the money.

Write for open territory to
H. F. MARTIN
YORK :: :: PENNSYLVANIA

Dealers
CAN NOW GET
DILL'S BEST
SMOKING
TOBACCO
THROUGH ANY
REGULAR
JOBBER

J. G. DILL CO.
RICHMOND, VA.
Manufacturers of
HIGH GRADE
SMOKING TOBACCO.

TADEMA HAVANA CIGARS

Argüelles, Lopez & Bro.
MAKERS
General Office and Factory, TAMPA, FLA.
Eastern Office
222 Pearl St.
New York
Warehouse
Havana
Cuba

CIGARETTE MACHINES **AUXILIARY MACHINES** **TOBACCO STEMMING MACHINES**

CIGARETTE PACKING MACHINES

Nearly a half century ago the original Cigarette Making Machine was offered by our Company to the manufacturers, thereby revolutionizing the Cigarette Industry.

Since then we have grown and developed, by serving the interests of our customers.

Today more than 5,000 of our machines are in daily use throughout the world.

Catalogues and quotations upon request

UNITED CIGARETTE MACHINE COMPANY
INCORPORATED
LYNCHBURG, VA., U. S. A.
Canadian Representative:
GEORGE E. GOLDSTEIN
310 Nicholas Bldg., Montreal
Cuban Representatives:
LARRAZABAL Y CIA
Calle De Concordia No. 5, Habana

F. LOZANO, SON & CO.
HAVANA CIGARS
TRADE MARK

F. LOZANO
FLOR DE NARVEZ
VICLO
WALLS COURT
EL LESSERO
CALATRAVA
REG. U. S. PAT. OFF.

FACTORY & MAIN OFFICE, TAMPA, FLA.
NEW YORK OFFICE, 437 FIFTH AVE., N. Y.

Business Building

(*Continued from Page 14*)

three things on your mind, and function on them, one at a time, you will effect more sales, do it more quickly and strengthen the friendship of your customers for your store.

Greet every person from the angle that he is a guest of your store. Say, "good morning, Mr. Jones, or Mr. Smith," as the case may be, and let your face have that welcome look. Make a special effort to obtain and remember names, and speak them in your greeting.

After the greeting show the goods, and put your whole mind on making suggestive and interesting explanations of the same. Know the goods, and show your knowledge by confident tone of voice. Hold your conversation to the goods in this process and don't be led away with other subjects.

There is great art in closing a sale. There is danger in seeking to close it too quickly. Nobody likes to be hurried. If the customer seems unable to come to a decision encourage him to give his reasons and then discuss them with ease and tact.

Don't forget to have a smile on tap all through the three operations, and to thank the customer. Thus will you bring him back again.

LIBERMAN EXTENDS GREETINGS TO THE TRADE

On another page of this issue the Liberman Manufacturing Company of Philadelphia sends its New Year greeting to our readers, together with an invitation to visit their exhibit of their new Power Scrap Bunch Machine and their New Model Suction Tables and Long Filler Bunch Tables in Space No. 99 at the International Tobacco Trades Exposition, to be held from February 3d to 10th in the Grand Central Palace, which occupies an entire city block between Forty-sixth and Forty-seventh Streets, and Lexington Avenue and Depew Place, New York City.

The Liberman Manufacturing Company are doing everything they can to make their exhibit interesting and attractive, and no doubt it will be well worth while going to see it. Competent demonstrators will be in attendance at all times operating the Scrap Bunch Machine Suction Tables and Bunch Tables. To all who may be interested they will point out the great advantages of the Power Scrap Bunch Machine, which is meeting with such great success wherever it has been installed. The demonstrators will also explain the many essential improvements in the Liberman New Model Suction Tables, which make them so superior to the earlier types of their suction tables.

The slogan of the exposition is "Let's make it unanimous," and we are confident that our readers will come very near carrying that out so far as their interest and attendance at the show is concerned.

Mr. Liberman has suggested that cigar manufacturers interested in the Scrap Bunch Machine should bring their own scrap tobacco, binders and molds to the exhibit and have them made up into bunches which they can take back to their factories to be rolled. This will give them a good opportunity to see what the machine can do.

GROWERS
AND
PACKERS
OF

Connecticut Shadegrown Wrappers

Florida and Georgia Shadegrown Wrappers

Connecticut Broadleaf

Connecticut Havana Seed

Stripped and Booked Porto Rico Fillers

AMERICAN SUMATRA TOBACCO CO.
131 Water Street **New York City**

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

CASA BLANCA:—42,916. For all tobacco products. November 24, 1922. American Box Supply Co., Detroit, Mich. The trade-mark though apparently not heretofore registered by any of our Affiliated Bureaus, is claimed to have been acquired by the within-named registrant by a transfer from The American Tobacco Co., New York, N. Y., November 13, 1922.

FRISCO:—42,917. For all tobacco products. November 24, 1922. American Box Supply Co., Detroit, Mich. The trade-mark though apparently not heretofore registered by any of our Affiliated Bureaus, is claimed to have been acquired by the within-named registrant by a transfer from The American Tobacco Co., New York, N. Y., November 13, 1922.

JAMES LICK:—42,918. For all tobacco products. November 24, 1922. American Box Supply Co., Detroit, Mich. The trade-mark though apparently not heretofore registered by any of our Affiliated Bureaus, is claimed to have been acquired by the within-claimed registrant by a transfer from The American Tobacco Co., New York, N. Y., November 13, 1922.

FLORADORA SENATORS:—42,919. For all tobacco products. November 24, 1922. American Box Supply Co., Detroit, Mich. The trade-mark though apparently not heretofore registered by any of our Affiliated Bureaus, is claimed to have been acquired by the within-named registrant by a transfer from The American Tobacco Co., New York, N. Y., November 13, 1922.

OLD VALLEY INN:—42,920. For all tobacco products. December 12, 1922. American Litho. Co., New York, N. Y.

KATINKA:—42,921. For cigarettes. October 31, 1922. V. Hagopian, New York, N. Y.

REDESDALE:—42,922. For all tobacco products. December 7, 1922. Larus & Bro. Co., Richmond, Va.

LONDALENA:—42,923. For cigars. December 11, 1922. J. D. Fuller Cigar Co., Mountville, Ga.

A & P:—42,924. For all tobacco products. December 4, 1922. Larus & Bro. Co., Richmond, Va.

PONG CHOW:—42,925. For all tobacco products. December 11, 1922. American Litho. Co., New York, N. Y.

RUDERO:—42,926. For cigars, cigarettes and tobacco. December 5, 1922. R. Schwartz, San Francisco, Cal.

MERCHANT PRINCE:—42,927. For cigars, cigarettes and tobacco. December 13, 1922. American Litho. Co., New York, N. Y. Originally registered by registrant, December 1, 1899.

BENITO MUSSOLINI:—42,873. For all tobacco products. November 18, 1922. American Litho. Co., New York, N. Y.

PEACHMOND:—42,928. For cigars. December 19, 1922. Henry Hoklas & Son, Peoria, Ill.

GRAND GORDON:—42,929. For all tobacco products. December 19, 1922. American Litho. Co., New York, N. Y.

SIGHTOFCUBA:—42,932. For all tobacco products. December 22, 1922. The Moehle Litho. Co., Brooklyn, N. Y.

TASTEOFCUBA:—42,933. For all tobacco products. December 22, 1922. The Moehle Litho. Co., Brooklyn, N. Y.

BARNETT'S BARONET:—42,934. For cigars. November 20, 1922 Barnett Levy, Brooklyn, N. Y.

BILL JONES:—42,935. For cigars only. November 20, 1922. American Litho. Co., New York, N. Y.

SHORT-CUT HIGHWAY:—42,936. For all tobacco products. December 22, 1922. Watertown Cigar Co., Watertown, S. D.

TRANSFERS

VASCO NUNEZ:—20,650 (Trade-Mark Record). For cigars. Registered March 18, 1899, by Schumacher & Ettlinger, New York, N. Y. Transferred by American Litho. Co., successor to Schumacher & Ettlinger, to Luis Cigar Co., Tampa, Fla., December 14, 1922.

ORANGE MAID:—20,643 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered March 16, 1899, by Geo. S. Harris & Sons, New York, N. Y. Transferred to Branch of The American Tobacco Co., and re-transferred by The American Tobacco Co. to American Box Supply Co., Detroit, Mich., November 13, 1922.

THE CUMBERLAND:—(U. S. Tobacco Journal). For cigars. Registered July 11, 1884, by Schumacher & Ettlinger, New York, N. Y. Transferred to Branch of The American Tobacco Co., and re-transferred by The American Tobacco Co. to American Supply Co., Detroit, Mich., November 13, 1922.

GALETTE:—27,370 (Trade-Mark Record). For cigars. Registered October 8, 1902, by George Schlegel, New York, N. Y. Transferred to La Cal Cigar Co., Los Angeles, Cal., December 20, 1922.

DONA MAYABELLA:—26,462 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered March 22, 1902, by Isaac Teichman's Sons, New York, N. Y. Transferred to L. Miller & Son, New York, N. Y., March 16, 1903, and re-transferred by The American Tobacco Co., to L. Miller & Son, New York, N. Y., to American Box Supply Co., Detroit, Mich., November 13, 1922.

EL WELDO:—25,908 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered December 18, 1901, by The Hilson Co., New York, N. Y. Transferred by The American Tobacco Co., successor to The Hilson Co. to American Box Supply Co., Detroit, Mich., November 13, 1922.

GOOD WILL:—(Connorton's Tobacco Brand Directory of the U. S.). For plug and twist. Registered in 1899 and 1903, by Jas. G. Butler Tobacco Co., St. Louis, Mo., and Continental Tobacco Co., respectively. Transferred by The American Tobacco Co., New York, N. Y., successor to the above companies to American Box Supply Co., Detroit, Mich., November 13, 1922.

CORRECTED PUBLICATION

REEDSDALE:—42,922. For all tobacco products. Registered December 7, 1922, by Larus & Bro. Co., Richmond, Va.

CHANGE IN EXPORT CLASSIFICATION OF LEAF TOBACCO

With the increased importance of tobacco in international trade there has been a growing demand for more information relative to its exports, since the success of the domestic market is largely contingent upon foreign demands for various types. In order to increase the value of statistics on exports the Bureau, at the instigation of the Foodstuffs Division, has deemed it advisable to adopt the following form of classification, effective January 1, 1923, by which the quantity and destination of these well known types may be determined in our exportations:

SCHEDULE B.—*Statistical classification of Domestic commodities exported.*

Class No.	*Leaf tobacco*
2601	Bright flue-cured.
2602	Burley.
2603	Dark-fired Kentucky and Tennessee.
2604	Dark Virginia.
2605	Maryland and Ohio export.
2606	Green River (Pryor).
2611	Cigar leaf.
2616	Other leaf tobacco.
2619	Stems, trimmings, and scrap tobacco.

Note.—The unit of quantity is the pound.

DEATH CLAIMS PAUL A. WYSARD

After an illness of more than a year, Paul A. Wysard, a director of the American Tobacco Co., 111 Fifth Avenue, New York City, died at his home in Yonkers, on Sunday, December 3. Mr. Wysard's health began to fail during the latter part of the year 1921, and he was forced to give up his active business career for a time, but he never recovered sufficiently to again take up his activities.

He entered the industry in a clerical capacity with the old firm of Rosener & Arnold, and later was associated with Seidenberg & Co. When the two companies consolidated with the Havana American Co. Mr. Wysard was made salesmanager of that firm and later was made vice-president.

Mr. Wysard enjoyed an enviable reputation for honesty and integrity among his associates. He is survived by his widow and four sons and four daughters.

THE MOEHLE LITHOGRAPHIC CO. INC.
CLARENDON ROAD & EAST 37TH STREET BROOKLYN, N. Y.
HIGH GRADE CIGAR LABELS AND BANDS
170 WEST RANDOLPH ST., CHICAGO, ILL.
723 BRYANT STREET, SAN FRANCISCO, CAL.

OSCAR PASBACH, PRES. J. A. VOICE, SECY. & GEN'L. MANAGER
PASBACH-VOICE LITHOGRAPHING CO. INC.
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GRAND STREET AND MORGAN AVENUE
BROOKLYN, N. Y.
CIGAR LABELS - CIGAR BANDS

CIGAR BOX LABELS BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

Heywood, Strasser & Voigt Litho. Co.
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WESTERN REPRESENTATIVE:
PAUL PIERSON
139 North Clark Street, Chicago, Ill.
Cigar Labels, Bands and Trimmings of Highest Quality

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
2309 Russell Street Detroit, Mich.
Corner of Gratiot Street
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

American Bands & American Labels
for AMERICAN CIGARS
Our Special Process and fifty years of experience are reasons why we produce Cigar Bands and Cigar Labels of recognized superior quality and character.
High grade Bands and Labels do increase sales of Cigars.
For the BEST, write us.
WM. STEINER SONS & CO.
257-265 W. 17th St. - New York City
SINCE 1870

YOUR BEST SALESMAN IS
A FINE CIGAR LABEL
WE PRODUCE ONLY THE FINEST
GOLD LEAF and BRONZE Work
Be sure and see our samples before placing your order.
Write or phone today so you will have them on your desk.
H. J. FLEISCHHAUER
68 N. FOURTH ST., PHILADELPHIA, PA.
BELL PHONE, MARKET 3792

Keep your cigarettes firm and fresh

Handy
Push one end, and the box slides open.

Fresh
Box slides *shut*—TIGHT. Keeps the cigarettes *fresh*.

Protected
Stiff pasteboard box—no breakage or waste.

Ask for the "slide-box" package of **10** *Chesterfields*

Also in the regular package of 20

Chesterfield
CIGARETTES

They Satisfy

The sales prove it—

OVER **7** BILLION SMOKED YEARLY

LIGGETT & MYERS TOBACCO CO.

JANUARY 15, 1923

VOLUME 43 NO. 2

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THE TOBACCO WORLD

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AT THE

Tobacco Industries Exposition

Grand Central Palace, New York City

February 3rd to 10th, inclusive, 1923

"LET'S MAKE IT UNANIMOUS"

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Wise Exhibitors will be There to Sell

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The National Exposition Co.

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NEW YORK CITY

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It's Java Wrapped!

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THE QUALITY CIGAR SINCE 1896

Congress Cigar Co., Phila.

ROBERT BACON

The *Very Mildest* Havana

MADE IN 12 SIZES

La Resta, Court Royal, Joan of Arc — 2 For 15c

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DETROIT.

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QUALITY AND SERVICE

812-832 N. Lawrence St. Philadelphia, Pa.

Dealers CAN NOW GET DILL'S BEST SMOKING TOBACCO THROUGH ANY REGULAR JOBBER

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RICHMOND, VA.
Manufacturers of
HIGH GRADE SMOKING TOBACCO.

YANKEE
BUNCH MACHINE

SAVES 30% TO 40% ON BINDERS.
MAKES BUNCHES EQUAL TO HAND MADE.
PRODUCES MORE CIGARS AT LESS COST.
WORKS EITHER LONG OR SHORT FILLER.
INEXPERIENCED GIRLS QUICKLY TAUGHT.

Made in five sizes —4", 4½", 5", 5½", and 6" wide

Millions of nationally known brands are now being made in factories equipped with this machine.

The original cost is so small you cannot afford to buy any other machine.

American Box Supply Co.

2309 Russell St. DETROIT, MICH.

A cigar of rare excellence

CRESSMAN'S-FLOR DE-
MANUEL
10c AND UP CIGAR

ALLEN R. CRESSMAN'S SONS *Makers* Philadelphia

ROBERT EMMET
CIGARS
3 Factories Busy
THAT the public appreciates the quality of Robert Emmet Cigars is evident from the fact that three factories are working at capacity to satisfy the demand. You owe it to yourself to try one today and pass judgment upon it.
BREVAS SIZE
10c
Every One Branded
A Big, Liberal Sized Cigar
BLENDED BY THE MASTER BLENDER CHAS. J. SPIETZ
ROBERT EMMET
REMEMBER: Robert Emmets are packed only in airtight tins
SPIETZ CIGAR COMPANY
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Harper & Seneca Streets
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The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

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FOR SALE—ONE COMPLETE SET NEWTON-STOAKES LETTERING PENS, with inks and complete instructions for making nifty show cards and price tickets. Absolutely new. Address Box 451, care of "The Tobacco World."

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WANTED—RELIABLE JOBBERS TO HANDLE OUR 5-CENT CIGAR. The title, "Dependable Cigars," resweat long filler and a fine wrapper. Also a long filler 3 for 10 cents brand. Title, "Double Spanish." Both brands are registered and sure repeaters. Address Standard Cigar Co., 319 Jackson St., Greenville, Ohio.

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A CAPABLE CIGAR FACTORY EXECUTIVE AGGRESSIVE with initiative and executive ability to handle large factory or factories, capable of starting chain of factories; will be open for position shortly. Address Box Z, care of "The Tobacco World."

The Tobacco World

Established 1881

VOLUME 43 JANUARY 15, 1923 No. 2

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

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PRICE: United States, Canada, Cuba and Philippine Islands, $2.00 a year. Foreign, $3.50.

HARRY BLUM
Manufacturer of
THE NEW
NATURAL BLOOM
HAVANA CIGARS
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OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

In all the BIG MAGAZINES NOW
LUCKY STRIKE CIGARETTE
It's toasted
This one extra process gives a delightful quality that cannot be duplicated
Guaranteed by The American Tobacco Co.
The American Tobacco Co.
INCORPORATED

TUVAL

MADE-IN-BOND AT TAMPA

Good business sense has made it both necessary and profitable for every retailer to carry at least one brand of guaranteed Clear Havana Cigars.

The Made-in-Bond Stamp is the U. S. Government Guarantee that TUVAL cigars are manufactured entirely of imported Havana leaf.

Two generations of clear Havana cigar manufacturing by Marcelino Perez & Co., have won for TUVAL the respect and confidence of the lovers of good cigars.

Marcelino Perez & Co.
4-6 White Street, New York City

DON'T GET CAUGHT

by cigars being returned in bad condition, it is not good business, therefore take a tip from us and use the best *wooden boxes* and they are manufactured by us. Try 'em.

MONROE JARRETT SONS
MANUFACTURERS OF
CIGAR BOXES
S.W. COR. RANDOLPH & JEFFERSON STREETS
PHILADELPHIA, PA.

EPCO and EPCO HAVANA FIVES
Colorado Sumatra Wrapped

A DOG-ON GOOD 5¢ CIGAR

You cannot go wrong in handling all or any one of these brands as they are the leading 5 cent cigars.

We are the manufacturers who made it possible for you to buy exceptionally good 5 cent cigars.

East Prospect Cigar Co.
Manufacturers of "Cigars That Sell"
East Prospect : Pennsylvania
SOME TERRITORY OPEN FOR LIVE JOBBERS

MARSHALL FIELD

Made in five quick-selling sizes, viz.,

the PIONEER, a favorite at 10 cents,

the FIELD, retailing at 2 for 25 cents,

the MARSHALL, at 15 cents,

the STANDARD, at 3 for 50 cents

and L. CORONA, 15 cents.

WRAPPED WITH SELECTED VORSTENLANDEN JAVA

Feature the MARSHALL FIELD for results!

HOWARD F. PENT, President
THE CORAZA CIGAR COMPANY
7th and CHERRY STREETS
PHILADELPHIA, PA.

Volume 43

THE TOBACCO WORLD

Number 2

Established 1881

A SEMI-MONTHLY

For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, JANUARY 15, 1923 Foreign $3.50

EDITORIAL COMMENT

THE general condition of the retail trade in the larger cities seems to reflect the opinion that the holiday trade was exceptionally good. The general situation seems very encouraging and reports from the manufacturers who have made surveys in several cities show that practically all standard brands were sold out, while the more or less unknown brands did not move so well. It has been the observation that there are many fortieth packings of the smaller manufacturers whose goods do not have a wide distribution, that are still on the dealer's shelves.

There is a great amount of satisfaction in the report from this and other cities pointing out that the humidors of the manufacturers of standard brands are practically empty.

This is borne out by the fact that the factories producing national sellers, hurried through their inventory period as quickly as possible and started to work on orders for 1923. This is really an unusual condition as January is normally an off month in the cigar manufacturing industry.

All of this bears out our contention that value-giving goods, persistently advertised to the trade and the public are in the long run consistent winners.

Despite the bad year of 1921 and the greater part of 1922, the well-known brands "made up to a standard and not down to a price," continued to hold treir trade and to actually increase it.

And it serves to emphasize the old adage that "It pays to be honest," not only with your trade but with yourself.

PERENNIALLY there is an agitation for a school to teach cigarmaking. It is fast becoming a lost art. From an economic standpoint it is not hard to understand the reason. Until the war period the poorest paid labor in the country, outside of the cigar box industry, was the cigarmaker. When the war came it was a question of pay prices that the cigarmakers could earn in other industries, or quit. The prices were paid and the retail prices of cigars advanced also. But even at that there has been little attraction for the average girl or boy to take up cigarmaking and receive learners' wages, as compared to what they could get in other industries.

Machinery has brought about a revolution in this industry. Practically only one type of cigars stands aloof from the possibilities of machinery. Yet even with machinery it is necessary to teach operators.

Suction and bunch tables are probably more widely used in this country than any other single device for cigarmaking. But even suction and bunch machine operators do not grow on bushes. And when the demand for such operators exceeds the supply there is nothing to do but sit down and whistle.

Philadelphia is the home of one of the most used suction and bunch machines in the country. It is also the headquarters of the largest cigar producing district in the world.

It seems as if there should be no reason why a school for cigarmakers could not be established here to the great profit of the industry. It has been tried before, but the result has been that selfishness has overcome common sense. A school cannot flourish unless it has the support of a number of manufacturers, and when one or two manufacturers seek to obtain by one means or another the entire graduating class of such a school, it simply means that the lifetime of such a system must of necessity be short.

If the manufacturers located in this city would go into such a proposition on a *pro rata* basis, it would certainly relieve the shortage of help considerably, and it would furthermore hold down the wage scale. But when one or two firms determine to get sufficient help to produce all the goods necessary, they reckon without their competitors. Rich or poor, the manufacturer who is driven into a corner is going to fight back and while he will probably be a loser, so will those who established the system of bidding for an employe's services.

A school with the number of students limited to meet the conditions known to exist at various periods of

(*Continued on Page 19*)

DETROIT

Marked Improvement in Detroit's Business Condition in 1922—New $9,000,000 Statler Hotel to be Ready by 1925—Watkins Takes Long Lease on Majestic Bldg. Cigar Store—A. B. S. Hold Annual Banquet

Detroit, Mich., January 15, 1923.

DETROIT'S population has jumped 70,675 in the last two years, and now stands at 1,184,425 was announced today, coincident with the publication of the first copies of the new city directory.

A marked improvement in business conditions here for the year of 1922 as compared with 1921, is shown in a survey of the conditions in Detroit and the country at large by the Retail Merchants' Bureau. November sales in stores average 23.54 per cent. more than in 1921. Bank clearings for November showed an increase of $84,351,294 in November over the same month of 1921. Total construction cost of buildings for which permits were issured is given as $7,734,527 an increase of $3,693,017 over November, 1921.

Purchase by E. M. Statler, nationally known hotel magnate, of a site at Woodward Avenue and East High Street on which he will erect a new eighteen-story Detroit Statler hotel of 1200 rooms and costing $9,000,000 exclusive of the land, was announced Saturday afternoon by William H. Klare, his local manager. The proposed erection on adjoining property of a $2,000,000 theatre and office building, to be ready for opening next October, was announced simultaneously. The hotel to be ready for occupancy about January 1, 1925.

Safe burglars carted a safe away from the drug store of Bailey & Bottomley, 10061 Grand River Avenue last week. The safe contained $250 cash and morphine and cocaine valued in legal trade at $150, an auto and sled was used to make the getaway.

The Watkins Cigar Store Company, Ralph E. Watkins, president, have signed a long term lease (10 years) on the Majestic Building store, which will be vacated on April 1, by M. A. LaFond & Company. Mr. Watkins will remodel the store, making the main entrance on Woodward Avenue, and will install a set of new and modern fixtures, humidors, etc. The store will be conducted along the same lines as the Whitney Building store, featuring high grade imported and domestic cigars, pipes and smokers' articles. Some of the leading brands that are controlled by them are "Bering," "Cressida," "Ottino," "Horse Heads," and numerous others that will be prominently displayed.

J. B. Annis (Gradiaz, Annis & Co.), "Don Julian" cigars was a recent visitor to our city looking after the interest of his brands.

James McMahon, of the Consolidated Cigar Corporation, New York, N. Y., called on his distributors here last week.

Bob Ellias (E. P. Cordero & Co.), "Mi Hogar" cigars, was a recent visitor to Detroit, and while here he signed up with the Worth Cigar Co., for the distribution of "Mi Hogar" in Detroit and vicinity.

A safe that "no two cops could have carried," went out of the back door of Leo J. LaCroix's drug store, on East Forrest Avenue, on last Sunday morning under the escort of three persons who broke into the store. Its value in money and drugs were stated to be in the neighborhood of $2000. The safe was found in an alley, with the combination knocked off, the money gone, but the drugs were intact.

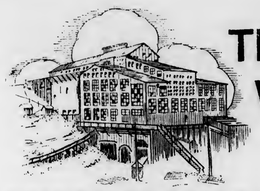
On Wednesday evening, January 10th, the American Box Supply Company, held their annual banquet at the Wolverine Hotel. J. B. Thatcher, president, acted as toastmaster and master of ceremonies and wore the crown of King Dodo, which was presented by the staff. Representatives of the Calvert Lithographing Co., Heekin Can Co., and the Wadsworth-Campbell Box Co., were also present, as well as, "Mike of Detroit." The table was very beautifully decorated and a sumptuous banquet was served. John Campbell acted as keeper of the "galloping dominoes," to the tune of "Baby Mine." Those present were, president J. B. Thatcher; J. Reynolds Brady; Gordon Campbell; George E. Dunlop; Arthur Schalek; Frank Ahrenhoester and Sidney Straus of the A. B. S. Co., Frank Barnard and Paul Povenz, of the Calvert Lithographing Co., A. F. Rassenfoss, of the Heekin Can Co., and H. L. Wadsworth; John A. Campbell and Harry Smith of the Wadsworth-Campbell Box Co., and George H. Stone, of THE TOBACCO WORLD.

Ike Goldberg, formerly of the Lillies Cigar Co., has bought out the interest of Fred Rosenfield of the Great Lakes Cigar Manufacturing Co., of this city. Mr. Goldberg is well known in the cigar industry, having spent a number of years in the manufacturing business, and will no doubt bring the Great Lakes Cigar Manufacturing Co., to the front. Mr. Goldberg will contine the manufacturing of "T-R" and "Dardanella" brands.

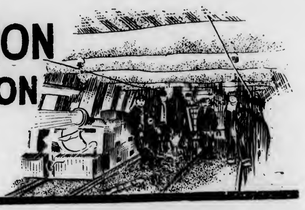
W. W. "Doc" Rosebro and Samuel Litz, of F. Vega & Co., manufacturers of "Las Vegas" cigars, are on a business trip to New York City and eastern points.

R. A. "Billie" Burke, of "Melachrino" fame (Tobacco Products Corp.) has returned from the East

(*Continued on Page 21*)



THE ANTHRACITE REGION
WILKES-BARRE SCRANTON HAZELTON



Wilkes Barre, Pa.

TRADE conditions in the hard coal fields in the cigar business during the past holiday season were good, but it was not as big as the business done during the holiday seasons of 1921, however, the cigar merchants feel that the New Year is full of promise for better and bigger business provided the mining industry continues in a healthy state and that no strike of a general nature occurs during the coming twelve months; in some quarters there is talk of unrest with strikes at the expiration of the present contract which terminates in September next, however, that is not anticipated generally by business interests. Many dealers say that they notice a tightening up of the consumer in his smoke buying.

Your correspondant had the pleasure of seeing Sam Lewis of the (Allen Cressman Co.) "Flor de Manuel" and "Counsellor" cigars when in Honesdale this week and he reports that he had a very nice Christmas business. Sam's brands are very popular throughout the coal mining sections.

W. J. Sherman (Consolidated Cigar Co.), "Adlon" and "Mozart" cigars was a recent visitor to this section, spending some time with his distributors' salesmen. MR. Sherman is a 100 per cent. "Adlon" booster which is his feature brand.

F. V. Williams of the (Eisenlohr Co.) "Cinco" and "Henrietta" cigars says he had a very fine Christmas. Mr. Williams, who for a number of years was connected with the Star Tobacco Co., Wilkes Barre, accepted his present position with the Otto Eisenlohr Co. early last summer. As their local representative, he has a good showing on his cigars particularly "Henrietta" ten-cent size and "Cinco" in several packings.

Waitt and Bond, "Blackstone" cigar is growing fast in the northeastern section of Pennsylvania in a number of sizes. This old standard brand can well be secured by its friends in most any community in all the better shops, clubs and hotels. On the first of the year they began to make shipments of their "Blackstone Cabinet" to retail at ten cents. This cigar should be a winner, as at that price it is put in the popular price class, while this cigar is not as large as some of the domestic blended cigars retailing at ten cents it is, on the other hand "Blackstone's famous quality," mild and aromatic filler.

"Webster" cigars (Webster Cigar Co., makers) is finding much favor in this section and can be secured in all the better shops, clubs and hotels, this cigar, as is the "Blackstone" line, is distributed by the Dusel, Goodloe Co., Philadelphia, Pa., which firm maintains a local branch at (Wilkes Barre) which looks after their interest in the coal regions.

Bernie Cohn, who is the popular owner of the Arcade Billiard Room, South Main Street, Wilkes Barre, is preparing to open at his present location one of the finest pool and billiard room and cigar stores in northeastern Pennsylvania. Bernie is a very fine chap and I wish him lots of luck.

Liberty Tobacco Co., Scranton distributors of "Girard" cigars, has taken on the "La Palina" (Congress Cigar Co.'s famous brand) for Lackawanna County.

Borbow Bros.' brands distributed by the "Wilkes Barre Cigar and Tobacco Co.," Wilkes Barre, are very active sellers particularly "Topic" ten-cent size.

The General Cigar Co., recently purchased the building of the Jinkins-Kirby Packing Co., Firty Fert, Pa., a suburb of Wilkes Barre, and it is said that a model cigar factory will be put in operation here. This building is a very large modern structure formerly used as a canning factory. The General Cigar Co., also operates a factory in the section, which is located at Nanticoke, Pa., in which their famous "White Owl" cigar is produced. The W. H. Coon Co., Scranton, and Reid Tobacco Co., Milton, Pa. are the distributors of General's products in the coal fields.

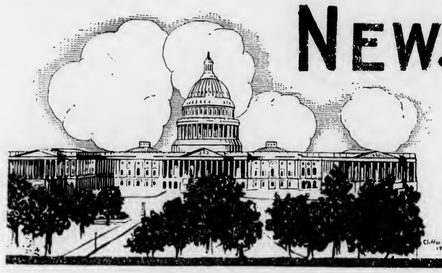
Abe Myers, of the Hotel Sterling Cigar Shop, Wilkes Barre, reports a very fine Christmas business. Mr. Myers conducts a very high class stand and carries an excellent line of all the big popular Nationally known brands, both imported and domestic and also an unusually fine line of pipes and smokers' articles, a good place to satisfy your smoke hunger.

D. L. Ward reports a nice holiday business particularly on his famous "D. L. W." five-cent cigar with which he does a large business. This big nickel smoke is very popular in Wilkes Barre and near by towns.

Pittston, Pa. is one of the towns that still love the old fashined "broad leaf" wrapped cigar. "La Preferencia" (Havana American Cigar Co.) is the popular smoke of this type of cigar and the trade will have nothing in this particular cigar, but Oscura wrapper the blacker the wrapper the better they like them, as this cigar is not marketed generally in the broad leaf wrapper. As in the old days having been changed to a shade grown wrapper and lighter cigar, however, the Pittston consumer of this famous old brand wants his "Pref's" black and he gets them from the distributor, Dusel, Goodloe Co., Philadelphia. There are other sections in the country, I am told that still demand and get their "La Preferencia" cigars in broad leaf wrapper.

"Smiling Bill" Ziegler of The Orpheum Smoke Shop, Wilkes Barre, recently had a novelty window display of pipes, featuring a fifty-cent pipe, the window piled in the center with pipe cleaners and all around it many of these pipes all shapes, one quality, and in the center a card told, its story to the prospective buyers, who looked in the window in the following words:

(*Continued on Page 21*)



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

Washington, D. C.

LESS than $25,000 was spent by the Federal Trade Commission during the fiscal year ended June 30, last, for investigations of the tobacco industry, and most of the money expended was necessitated by work directed by Congress, according to Victor Murdock, chairman of the commission, in a letter to Senator Capper, of Kansas, in which he answers criticisms of the commission's activities made by tobacco trade papers.

Complaints received by Senator Capper, who is chairman of the Senate farm bloc, charged that the commission is each year seeking larger appropriations, the money being expended in investigations from which little or no real good results. In answer to this charge, Commissioner Murdock has given the Senator figures showing that each year there has been returned to the Treasury a part of the commission's appropriation, which it was not necessary to spend.

Pointing out that the commission recently issued eleven formal complaints charging unfair methods of competition in the tobacco industry, the Commissioner in his letter asserts "the commission does not maintain a secret service or send sleuths and spies out to harass the business men or the country, but restricts its efforts to the work it is called upon to do by law or as a result of Congressional resolutions.

"During the fiscal years 1915 to 1918, inclusive, the commission did not investigate any phase of the tobacco industry," it is declared. "In 1919, the commission expended $3,759.59, and in 1920, $4,887.47, in doing work requested by the War Industries Board in connection with war contracts on tobacco and cigarettes, information being necessary upon which to make contract claim adjustments. During the fiscal year 1921, the commission expended $11,094.10. The work involving this expenditure was done in connection with the determining of the prices paid growers for various types of leaf tobacco, and the cost and selling prices of manufactured tobaccos, as required of the commission by House Resolution 533—Sixty-sixth Congress. During the fiscal year 1922 the commission expended $24,950.81. This covered the expense of the commission's investigation to determine the prices, profits and competitive conditions in the tobacco industry, as required by Senate Resolution 129—Sixty-seventh Congress, adopted August 9, 1921.

"These figures indicate that the commission has expended comparatively little in connection with its investigation of the tobacco industry, and most of the amount involved expenses connected with work directed by Congress."

Following is the text of the Commissioner's letter:

FEDERAL TRADE COMMISSION
WASHINGTON

December 28, 1922.

Office of the Chairman.

My dear Senator:

I have your memorandum transmitting editorial from the December 20, 1922, issue of the *Tobacco Record*. This editorial is an attack on the Federal Trade Commission, entitled, "How Long Are the People Going to Permit the Gigantic Waste of Public Funds to Support the Spies and Sleuths of the Federal Trade Commission?" The editorial professes to deal with the activities of the Federal Trade Commission and the Commission's expenditures since its date of organization in 1915. The statements in the editorial are as obviously wide of the facts as the whole animus of the attack itself is upon its face unfair.

It has been recently the duty of the Commission, under its organic act, to issue eleven formal complaints charging unfair methods of competition in the tobacco industry.

Among other things, the editorial says: "The Federal Trade Commission is constantly clamoring for larger and larger appropriations." I am indicating below the annual appopriations available and the amount expended by fiscal years since the Commission was organized in 1915, together with unexpended appropriation balances for each of the fiscal years, which shows that in most of the years of its history the Commission has returned money to the Treasury and that its present annual expenditure is far below that of former years.

Fiscal Year	*Appropriation Available*	*Amount Expended*	*Unexpended Balance*
1915	$108,052.15	$90,442.05	$17,610.10
1916	355,000.00	351,999.73	3,000.27
1917	519,080.00	456,950.96	62,129.04
1918	1,572,920.00	1,505,163.90	67,756.10
1919	1,477,540.00*	1,477,540.00	.....
1920	1,055,000.00	1,040,424.35	15,575.65
1920	150,000.00	.....	150,000.00
1921	955,000.00	882,943.91	72,056.09
1922	955,000.00	890,213.36	64,786.64

*There was actually available to the Commission for this fiscal year $1,677,540, reduced $200,000 during this fiscal year by Act of Congress, which following cessation of war covered many war-year appropriations back into the general fund of the Treasury.

In addition to the appropriations and expenditures enumerated above, the Commission has expended the amount of $73,964.00 which represented the unexpended balance of the appropriation of the Bureau of Corporations for the fiscal year 1914, which became available under a decision by the Comptroller of the Treasury. These expenditures were incurred during the fiscal years 1916 to 1923 inclusive, the final unexpended balance being used during the month of July of the current fiscal year.

In connection with the appropriation of $150,000 for the fiscal year 1920, which, you will note, was not used, you are advised that this amount was provided for in the Deficiency Act approved November 4, 1919, to cover the expense of the Commission's investigation in connection with the high cost of living. This work was stopped by a court injunction which made it impossible to continue with the same and the small amount expended in connection therewith before action was taken by the Court was charged to the Commission's regular appropriation for the fiscal year 1920.

The increase in expenditures for the fiscal years 1918, 1919 and 1920 arose from the fact that during these years the Commission was engaged in special war work, or work that developed as result of the war and a larger force, also appropriation, were necessary. During the fiscal years 1921 and 1922, it will be noted that the expenditures for each year amounted to less than $900,000, while for the current year the expenditures will not exceed $868,000, the total appropriation available.

The editorial says: "By the end of the fiscal year 1920 the number of employes on the payroll had practically doubled to 418, and it is still growing." The Commission had 638 employes during the war; it had 418 employes on June 30, 1920, but by December 31, 1920, this number had been reduced to 316, practically the same number now employed. On June 30, 1922, the Commission had 100 less employes than it had on June 30, 1920, and 320 less employes than during the war year, 1918. Here is a table showing the number of employes carried on the roll at the end of each fiscal year, a casual glance at which will show how ill-founded the ill-tempered editorial charges are:

Year	*Number of Employes*
1916	224
1917	210
1918	638
1919	364
1920	418
1921	315
1922	318

As you well know, the Commission does not maintain a secret service or send sleuths and spies out to harass the business men or the country, but restricts its efforts to the work it is called upon to do by law or as a result of Congressional resolution. During the fiscal years 1915 to 1918 inclusive, the Commission did not investigate any phase of the tobacco industry. In 1919, the Commission expended $3,759.59, and in 1920, $4,887.47, in doing work requested by the War Industries Board in connection with war contracts on tobacco and cigarettes, information being necessary upon which to make contract claim adjustments. During the fiscal year 1921, the Commission expended $11,094.10. The work involving this expenditure was done in connection with the determining of the prices paid growers for various types of leaf tobacco, and the cost and selling prices of manufactured tobaccos, as required of the Commission by House Resolution 533—Sixty-sixth Congress. During the fiscal year 1922, the Commission expended $24,950.81. This covered the expense of the Commission's investigation to determine the prices, profits and competitive conditions in the tobacco industry, as required by Senate Resolution 129—Sixty-seventh Congress, adopted August 9, 1921.

These figures indicate that the Commission has expended comparatively little in connection with its investigation of the tobacco industry, and most of the amount involved expenses connected with work directed by Congress.

I note that copies of the editorial were sent to all of the Senators and if it should be used as a basis for an attack upon the Commission, I will appreciate it very much if you will use the facts contained herein to show up the inaccuracies contained in the editorial.

Yours truly,

(Signed) VICTOR MURDOCK,
Chairman.

Honorable Arthur Capper,
United States Senate,
Washington, D. C.

Importers of tobacco and other merchandise have been informed of the adoption by the Treasury Department of new customs regulations permitting the entry of foreign goods even though consular invoices cannot be furnished at the time of arrival of the merchandise.

The new regulations provide that collectors of customs may accept sworn affidavits that the importers have been unable to produce consular invoices and other declarations and may release merchandise covered by bonds for the production of documents upon presentation of such affidavits. A fee of $10 is to be collected for each missing invoice and a similar sum for each missing declaration of the owner or ultimate consignee when collectors are satisfied that diligent effort has not been made to procure such documents. An amount equal to the invoice value plus the duty is to be collected for failure to return to the collector, on demand, packages subject to redelivery.

Tobacco growers and retailers who suffered losses during the year 1920 would be granted exemption for such amounts from profits made in 1922 and 1923 in income tax reports to the Government, if a bill introduced in the House by Representative Tincher, of Kansas, is enacted into law. In explaining his bill to the Washington correspondent of THE TOBACCO WORLD, Mr. Tincher said that the purpose of the measure is to give persons who suffered losses in 1920 the right to deduct the same in making out their tax returns to the Government covering the year 1922, and, if necessary to equalize the loss, the returns for the year 1923. Senator Capper offered an amendment to the present law when the matter was pending in the Senate, but this amendment was rejected following opposition offered by the Secretary of the Treasury on the ground that to give this privilege to the taxpayers covering 1920 would result in serious losses in revenue to the Government. Mr. Tincher has been agitating the matter throughout the present session and introduced a bill when the Ways and Means Committee announced that it would not take up any new legislation dealing with

(*Continued on Page 20*)

PHILADELPHIA.

THE portals of the New Year, 1923 have swung open. What of the future in the cigar and tobacco business? What has 1922 revealed? These are two vital questions suggested as we gaze wonderingly through the maze of conflicting conditions.

The revelations of 1922 are more or less recognized. Do they point the way or teach us anything?

Judging from reports as we get them first handed there seems to be little or no cause for doubt as to the prospects of satisfactory business conditions in 1923.

When in past years has the first of the year found cigar factories all over the country, especially in District No. 1, so generally rushed with orders? It has been a generally accepted saying and fact that every January and February spelled a lull, both in manufacturing and retailing, but here we are, January 15, in the position of standing on toe-tips, every nerve and sinew tense, confronted with, comparatively speaking, empty shelves and factories usually carrying over surplus stocks practically cleaned out straining at every point to speed up on production.

Barring a few isolated cases, jobbers and retailers are cleaned out and hollering for goods. Christmas 1922 business was unprecedented and the demand for more and better cigars points unquestionably to a healthy, sane and well warranted prosperity in the cigar industry.

It is with a feeling of optimism and cheering hopefulness that we may look 1923 in the face and paraphrasing say: "Lay on Macduff and woe unto him who says stop."

ALLEN R. CRESSMAN'S SONS PLEASED

Joseph F. Gallagher, vice-president of the Cressman Company, returned just before the holidays from a trip through the Middle West during which he conferred with distributors of Cressman brands, contiguous to sections he visited.

A phenomenal Christmas business was reported at the Cressman offices, which apparently was the cause of pleased expressions about the place.

BAYUK BROS. STRIPPED CLEAN JANUARY 1st

This was the calm statement made at the Bayuk office this week. Not a cigar left over after January 1, our factories were stripped clean.

A greater business is expected in 1923, and a much greater production and selling view is being planned. Their new "stripping" plant at Tenth and Bainbridge Streets, is up to and past the second floor.

W. S. Kimber, Bayuk's credit manager is confined to the house by illness.

Kearny and Lehman of Buffalo were both visitors recently, with a view to getting more Bayuk products than they had last year. The Kearny and Lehman house is Buffalo's biggest distributor of Bayuk brands.

CONGRESS CIGAR COMPANY DINES AND DANCES

Willis Andruss found it necessary to spend a few days in Atlantic City to "rest-up" after their strenuous holiday business. William Paley graphically regaled us with an account of the holiday festivities enjoyed by those connected with the house.

On the evening of December 23, the factory heads had their annual banquet at the Ritz Carlton, when 70 people showed their eagerness to eat by their presence. Their were five vaudeville acts after the "feed" and of course, a jazz band to set their feet agoing.

On January 2d, the salesmen had their blow-out with a banquet at the Adelphia, and a theatre party after. January 3d and 4th the sales organization had a business conference, and adopted the same slogan presented by the factory heads which was, "Even better in 1923."

Jacob Paley was confined to his bed with la grippe compelling him to miss the festivities.

WM. H. BAILEY GETS MANILAS

"Bill" rarely smiles, but when he does there's a reason to be sure. We found him the other day quite alone at his usual place, behind the cash register, smiling for all he was worth. Why shouldn't I smile, said "Bill." "Manilas are coming in fast." "Just got a big shipment of 'Hawleys' and 'Tiovas' and expect 300,000 'Germinals' any day now."

"Christmas business! Believe me! I never saw such a volume of business for a Christmas season, it cleaned me out. And, what's more, I believe its going to keep right up. Why shouldn't I smile?"

EL PREDOMINO CIGAR COMPANY CLEANED OUT OF CIGARS

N. Cohn was missed when we called at the "Della Casa" factory this week. He is on an eastern trip. His partner, Bushell, greeted us with the report that Christmas trade cleaned them completely out of cigars. Bushell will start West this week. Says he has opened up some fine new accounts.

OTTO EISENLOHR AND BROS. INC. HAVE BIG CHRISTMAS CEAN-UP

The Eisenlohr factories instead of taking the usual two weeks for inventories and general brushing-up, were obliged to limit the suspension to ten days owing to the unexpected rush of business immediately following Christmas. They were completely cleaned out of the ten-cent "Henrietta" Popularies.

THE CORAZA CIGAR COMPANY OPENS FLATTERING ACCOUNTS

Howard F. Pent, president of Coraza Cigar Company, is happy over the reception accorded his "Marshall Field" cigar. Among the flattering accounts recently opened, brother Pent mentioned the big and important house of W. A. Vorhauer of Chicago. It placed an extremely large initial order for "Marshall Fields" in four sizes. "I feel greatly encouraged," said Pent, and believe we shall have a satisfactory volume of business in 1923.

UNITED CIGAR STORES PROPHECY

During a chat with A. Simons, it was learned that A. M. Rosenthal, formerly stationed in New York would make his headquarters in Philadelphia after January 15th, where he and Simons will represent the United's interest in the Philadelphia zone. The location of their office has not been determined as yet.

Mr. Simons, when asked his opinion on several timely points, expressed the opinion that the clear Havana cigar would surely come back and be a strong factor. His views on the nickel proposition revealed a prophetic thought that the two-for-fifteen cent proposition would eventually kill the five-center and be the prevailing low price smoke. A huge holiday business was reported.

G. E. SCHAIBLE CIGAR COMPANY EXPANDING

Fred Schaible, directing manager of the above company, reports a far greater volume of business since December 1, 1922, than he anticipated. Increase of orders and the prospect of continued demand for the "Marvin" brand necessitated putting on a larger force of hands.

Among the numerous stands on which the Schaible Company cigars are found is that of the Weisner Drug Store at Fifth and Susquehanna Avenue. "Doc" Hilpert, the manager and considered one of Philadelphia's cigar wizards behind the counter has become an enthusiastic "Marvin" booster and expects to make a "killing" with it in his section of the city. Everybody in the Fifth and Susquehanna community knows the Weisner store is one of the livest drug and cigar emporiums in that section of the city and when "Doc" Hilpert puts his stamp of approval on a cigar it has to be some cigar The G. E. Schaible Company is about to launch a new brand.

DUNCAN AND MOORHEAD'S BIG HOLIDAY TRADE

It was reported at the office of Duncan and Moorhead, that never in years had they enjoyed such a volume of holiday business, but that there is now a lull, which of course, we must expect in January.

DUSEL, GOODLOE COMPANY BEGINS NEW CAMPAIGN

Paul Brogan, president of Dusel, Goodloe Company is proudly exhibiting the arrival of ten-cent "Blackstones" made by Waitt and Bond. It is a perfecto shape four and five-eighths inches long and a mighty attractive cigar. Paul Brogan announces the beginning of a new, active campaign on "Websters" all over town.

Joe B. Wortheim was a visitor last week.

JEROME LEVI MAKES CHANGE

Jerome Levi, formerly superintendent of the Eiseman Company plant, manufacturers of "Men De Lion" brand has severed his connections with that house and is now associated with the Post Cigar Company

THE TOBACCO WORLD extends its best wishes to friend Jerome Levi.

The Post gets a good man and a hustler.

BOBROW BROS. VISIONS OF ROSY FUTURE

The Bobrow aggregation had its annual holiday banquet at the Bellevue-Stratford, December 30, followed with a theatre party.

Friend Pike, states their new brand, "La Tosello," has made a big hit, and from all accounts on the "street," it looks as though Pike is right, so far as Philadelphia is concerned. The concensus of opinion at the Bobrow offices leads one to our conclusion which is, they all look for and expect a rosy future.

SIG. C. MAYER AND COMPANY RUSHED ON NEW BUSINESS

Despite the drab forbodings, regarding the outlook for 1923, which we are accustomed to hear in the office of the Sig. Mayer Company it is now reported their holiday business completely exhausted their stock of cigars and that all their factories are busy "right off the bat" to supply the rush of business that has appeared since Christmas. The clean-up was big. Brother Watson left January 15th for an extended trip through New York State.

JUAN F. PORTUANDO GREATER ACTIVITY

Manager Harris is putting some new "pep" in this old well-known house. He announces the following additions to the selling force.

L. B. Perry, formerly with John Schwartz Cigar Company, and a live wire if there was one, will represent Portuando in New York State. George E. Cole, formerly of Fedco Sales Company, now represents the house in the State of Ohio. George Cole is known to be a hustler and very successful cigar salesman.

Harold K. Haywood, another live wire and go-getter is looking after Eastern Pennsylvania and New York.

With this fine array of seasoned road talent and Manager Harris' plans to improve workmanship and and fresh glamor of attraction, which spells not only quality, the Portuando brands will take on a new activity, but a pronounced success in the future.

(*Continued on Page 14*)

Philadelphia Items

(*Continued from Page 13*)

HALPERN CIGAR COMPANY'S NEW CIGAR

This house was found very busy, both on computing volume of holiday business done and added activity on their recently new-born cigar to be known as "The Halpern," an eight-cent cigar, which has qualities above the average. The packages of fifties look "nifty" and really seem to contain the qualities sought for.

The Halpern boys are confident of a large business on "Halperns."

NOTES

H. L. Haines of Red Lion, has just completed one of the most modernly equipped cigar factories in the country.

M. A. Funk, formerly of the Consolidated Cigar Company has left that concern and is now sojourning in Florida for a while.

F. A. TOLHURST,
Philadelphia Representative.

ANOTHER ENTRY FOR THE SLOGAN CONTEST

Here is another entry in the slogan contest. Short and easy to remember, says the author:

"Smoke Up."

Sent in by Phillips Brothers, cigar manufacturers, Saratoga Springs, N. Y.

KEEN RIVALRY BETWEEN THE PHILIPPINE AND PORTO RICO INTEREST

Mr. W. L. Dannahower, the representative of the Government of Port Rico, has signed for space at the International Tobacco and Allied Industries Exposition, to be held at Grand Central Palace, February 3 to 10, 1923, and is letting no grass grow under his feet. He is out after the Porto Rican importers every day, lining them up so that the Porto Rican exhibit will be a great credit to the country.

Mr. Davis S. Morris, tobacco agent for the Philippine Government, is doing the same and assures us that the Philippine tobacco interests do not expect to take a back seat for anybody.

Both these exhibits at the show will certainly be very interesting to the trade in general.

PROGRAM OF INTERNATIONAL TOBACCO AND ALLIED TRADES EXPOSITION

Each day of the week of the Tobacco Show has been designated as follows:

Saturday, February 3—New York and Tampa Day.

Monday, February 5—Philadelphia and Pennsylvania State Day.

Tuesday, February 6—Boston and New England Day.

Wednesday, February 7—Detroit and Midwest Day.

Thursday, February 8—Cincinnati and the South Day.

Friday, February 9—Chicago and the West Day.

Saturday, February 10—Jubilee and Farewell Day.

HEYWOOD, STRASSER & VOIGT TO EXHIBIT

The lithographic firm of Heywood, Strasser & Voigt have taken space at the National Exposition to be held February 3 to 10 in New York City and invitation is extended to the trade to visit this interesting exhibit which they will have there. Cigar manufacturers and others interested will do well to see their display of advertising matter, cigar box labels, bands and trimmings.

TOBACCO MAN'S ESTATE APPRAISED

The estate of the late Adolph D. Bendheim, late president of the Metropolitan Tobacco Company, who died February 12, 1920, has been appraised at $2,529,679 according to statement filed by the New York State Income Tax Commission.

About $50,000 goes to charity and the residue is divided evenly between a daughter, Ethel, and a granddaughter, Kate I. Bendheim.

P.-V. HEADS HOLD CONFERENCE

The annual powwow of Pasbach-Voice's executives, office, selling and heads of manufacturing departments, took place on Friday, December 29.

The conference-dinner was of more interest than usual, as the greater part of the year 1922 was full of labor difficulties, which towards the end of the year had all been satisfactorily settled.

Addresses in the form of constructive suggestions were made by the various heads of departments, the meeting ending with an address by Mr. Voice, expressing complete satisfaction with the year's results and mapping out a policy for 1923 which will no doubt insure for both customers and employes of the Pasbach-Voice organization very satisfactory and most desired advantages.

NATIONAL BOARD OF T. S. A. HOLD MEETING

The National Board of Tobacco Salesmen's Associations held their third annual convention at the Hotel Berwick, Newark, N. J., on Friday and Saturday, December 29 and 30. The meeting was called to order by President Jonas J. Ollendorff, at 11 A. M. sharp. After a few preliminary remarks by the chairman of the New Jersey Regional District and the president of the Tobacco Salesmen's Association of Newark, N. J., Mr. Jack A. Martin, President Jonas J. Ollendorff accepted the hospitality of the Newark Association.

The Committee of Rules made their report. Committee consists of E. M. Freeman, chairman; E. J. Mulligan and J. Kreps. The Credential Committee, consisting of Max Berliner, H. L. Whipple and H. H. LeShaw, reported that the credentials of the delegates present were satisfactory to them.

After usual reports by the members of the Board of Governors, the meeting was adjourned for luncheon, at which the Newark Tobacco Salesmen's Association acted as host.

After luncheon, the various committees went to work on the various resolutions which were offered by the various delegates present.

At 8 P. M. the banquet was held at the Hotel Berwick, the guests of the evening being Fred Breidenbach, mayor of Newark, N. J., ex-United States Commissioner John A. Matthews.

The banquet wound up at 11 o'clock, everybody happy.

MURIEL
CIGAR

The Recognized Standard of Cigar Quality and the Recognized Standard of Cigar Value.

Muriel's pre-eminent popularity is due solely to Muriel's incomparable and unchangeable Quality.

P. LORILLARD COMPANY
119 West 40th Street, New York City.

The convention reopened on Saturday morning, at 10 o'clock and after the usual reports of the committees and their adoption, one of the resolutions of interest is that the association went on record as being unequivocally opposed to any price-cutting whatsoever. They also went on record as going into a membership campaign, asking the trade press to assist as much as possible.

The following officers were elected for the ensuing year:

President, Jonas J. Ollendorff, New York.

First vice-president, Emanuel M. Freeman, Newark.

Second vice-president, Edward J. Mulligan, Boston.

Third vice-president, Max Berliner, New York.

Secretary, Abraham Brown, Newark, N. J.

Treasurer, Irving Frischberg, Boston.

Board of Governors—Jack A. Martin, Newark; Joe Ogush, Jersey City; Sidney J. Freeman, New York; H. L. Whipple, Boston; John Frischberg, Boston; Albert Freeman, New York.

Percy Freeman was re-elected as counsellor and Miss R. Levy was re-elected as assistant secretary

The meeting adjourned at 4 o'clock in the afternoon with a rousing cheer for the kind hospitality extended by the Newark Association.

TOBACCO PRODUCTION IN EUROPE

The estimate of the European tobacco crop, based on official returns for 1922, is 274,405,000 pounds, according to reports to the Department of Commerce from Special Representative A. P. Dennis. The 1921 crop was 264,039,200 pounds. The production of Russia and Italy is not included in this estimate.

Germany leads all countries of Europe in tobacco production, with an estimated crop of 77,140,000 pounds for 1922 as compared with a yield of 65,961,312 pounds last season. Other striking gains over last year are reflected in the production of 4,778,272 pounds in Czecho-Slovakia for 1922 as against a crop of 2,618,352 pounds in 1921, or about 80 per cent. increase; and a crop of 4,383,756 pounds in Hungary for 1922, as compared with a yield of 2,620,556 pounds in 1921, or about 67 per cent. increase.

MANAGER GRIFFIN SEES VERY SUCCESSFUL YEAR FOR CONNECTICUT CO-OPERATION

Manager Fred B. Griffin in an address before producers in the Suffield district of Connecticut Valley expressed the opinion that 1923 would see the growers receiving the best prices for their leaf that they have had since the war. He stated that the crop, while not the best they have produced, was very good and all grades are to be found despite the wet season they passed through last summer.

STANTON JOINS CENTRAL CIGAR COMPANY

Willard G. Stanton, formerly publicity and advertising manager for the International Cigar Machinery Company, has joined the Central Cigar Company, in the same capacity. The Central Cigar Company manufacture the "Na-Bocklish," "Manhattan" and "Elm" brands and have built up a very promising business during the past year, but expect to make 1923 a big improvement over 1922 with the able assistance of Mr. Stanton. During his stay with International Cigar Machinery Company, Mr. Stanton staged an exhibit at the Electrical Show in Grand Central Palace in conjunction with the Central Cigar Company, showing the manufacture of cigars by machinery, which was one of the most talked of exhibits of the show. Mr. Stanton has many good friends already among the cigar and tobacco industry and no doubt will be able to do some splendid work for the brands of the Central.

ARE you scared at the idea of competition?

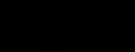
The competition you already have, or that may come to you?

If so, cheer up. For he will not destroy your business. The chances are indeed that he will do you good. Careful compilation by statisticians shows that of the many failures occurring in business only one and one-half out of every hundred fail because of competition.

Cease, therefore, to fear your competitor. Rather use him. Make of him a stepping-stone to obtain more business than before.

Get more interested in your own business. Improve it in every way possible, even though each improvement is so small that it seems useless to adopt it. Learn the really worth-while things your competitor is doing and adopt them in your business along with your other improvements. Be friendly with him. Do him favors.

If you adopt this policy, lo, at the end of the year you will find that your business has increased, rather than diminished, and that your competitor is really of value to you.



Here it is again!

What?

Why, the old familiar Jimmy Pipe, to be sure.

And who is deriving comfort from its grace and charm?

Why, none other than our dignified ambassador to the Court of St. James. He was coming over to report things to the President, and a lot of reporters gathered around and asked him a few million questions. And the photographer snapped him as he talked; snapped him while at ease, with what seems a pipe in his mouth.

How the world moves, to be sure! When we shut our eyes and see an ambassador we visualize a splendid gentleman, grandiloquent with silk and velvet and gold embroidery, with doeskin tights, a beautiful sword and hair puffed and powdered a snowy white.

But in these democratic days he is dressed even as you and I, and he inhales the leaf and jokes to the boys just as we would do.

Yesterday I called on a big businessman to ask a very important question. He heard the question, but before answering he filled his pipe, deliberately lighted it, gave a few slow puffs, watched the smoke curl upwards, and then talked slowly in a steady stream for ten minutes, giving me information and suggestions of the utmost value.

"Gee," said I to myself as I left him, "as a developer of thoughts in a man's cerebrum there is nothing like the Jimmy Pipe."

Push out the pipes, Friend Dealer, and you will wonderfully advance the world.

Are you growing, brother? Is your business going forward, or standing still? Have you gained, in profits, in the number of customers, in the strength of their friendships?

If not, you should have that uncomfortable feeling, and you should have it good and hard—yes, even till it hurts.

For he who moves not forward is slipping backward—and to slip back spells danger. Yes, it brings you to the deadly chute.

Whether you are growing or not there are several subjects which you should give serious consideration. I will name a few.

Should you move your store to a better location and a larger building? Should you rip out your dinky show window and put in a commodious and gorgeous affair, of plate glass and fine effects? Should you tear out all the insides of your store and completely remodel it along modern lines of beauty and of light? Should you take on some other lines of merchandise, and branch out into a merchant, having your eye of the future on a ten-story mammoth emporium covering a whole block? Should you open a branch store, having your dream of a string of chain stores reaching across the continent, every one with your name over the door? Should you take a mail order course in some business college on the great art of merchandising? Should you resolve to handle better goods? Should you resolve to ask a million questions of every travelling salesman who called, and thus seek to gain many valuable business pointers? Should you encourage your clerk to learn sign painting and window dressing, so he could make your placards, and dress your window so stunningly that everyone must come in and buy? Or should you select a mild cigar, sit down in your easy chair and take a nap?

A druggist out West, located in a small town, has built up a large and prosperous business, and he attributes a large part of his success to an advertising stunt

(*Continued on Page 18*)

STICK TO Cinco - IT'S SAFE

2 for 15c everywhere

OTTO EISENLOHR & BROS. INC.
PHILADELPHIA —— EST. 1850

"BEST OF THE BEST"

Manufactured by A. SANTAELLA & CO.
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

A. KAUFFMAN & BRO. INC.
YORK, PA.
ESTABLISHED 1893
MANUFACTURERS OF
CIGAR BOXES AND CIGAR BOX LUMBER
WE SPECIALIZE ON
GOLD LEAF WORK

LIBERMAN WILL EXHIBIT
At The Tobacco Show
GRAND CENTRAL PALACE, NEW YORK - February 3rd to 10th, Inclusive
"LET'S MAKE IT UNANIMOUS"

THE LIBERMAN POWER SCRAP BUNCH MACHINE will be in actual operation in Booth No. 99, making perfect bunches of any shape and size desired out of any kind of scraps.
SUPERIOR TO HAND WORK
This Machine is leased from year to year at a rental that is less than its saving in binders alone.
IT COSTS YOU NOTHING

THE LIBERMAN NEW MODEL SUCTION TABLE will also be working there and demonstrations will be made showing how its Automatic Suction Device can be adjusted so as to compel PALM ROLLING by the operators.
ROLLERS PREFER TO WORK ON IT
Of two factories in same neighborhood making practically same cigars at same price, one equipped with our New Model Suction Tables has less difficulty in keeping working to full capacity because the operators would rather work on these tables than on earlier styles.

See Us At The Big Show
LIBERMAN MANUFACTURING COMPANY
N. W. Cor. 20th Street and Allegheny Avenue - - PHILADELPHIA, PA.

Business Building

(*Continued from Page 16*)

which he keeps up year after year. It is a simple idea, but it holds his customers to him with the bonds of friendship.

The idea consists simply in mailing picture postals to his customers from time to time and at irregular intervals, with a little personal message written thereon. He knows all his customers, knows their business and their hobbies. Let us suppose one is a real estate man, and that his hobby is fishing. He has this man on his mind, and throughout the year the man will receive perhaps half a dozen postals or so, relating to fishing or real estate, and in addition to the printing thereon each card will have a few words written with a pen.

It pleases the man. It shows that the druggist values his friendship and that he has him on his mind frequently. It causes the man to drop in occasionally to exchange a few words, and of course holds his custom to the store.

How would it do for you to select half a dozen of your desirable customers and try this experiment on them. You could easily send them one postal each a month, each postal different from the postal you send to any other, and each appropriate to the business, the hobby or the temperament of the man. Say a word or two about some fine goods you just received to put a business flavor in it. If you do this with skill and tact you will, I feel sure, find it a good investment of time and money.

I have been interviewing a lot of people recently—bank presidents, big businessmen, editors and such—people who claim to have the ability to look a little way into the future and tell us the things that are going to occur.

They tell me that business is going to be good—quite good, and that we all should be cheerful and happy.

But they take a good deal of the joy out of this by saying they are only prophesying the first half of the year. They say that conditions in the Old Country are chaotic to a degree, that trouble may break loose and slam things. Also that things are in a state of unstable equilibrium in this country and may upset well-laid calculations.

Therefore they say they only prophesy good business the first half of the year. They think it may be spotty the last half, and be a disappointment to the optimistic fellows.

I hand this on to you for your consideration.

To me it looks as though it is all right to go ahead with confidence, to grow and expand, and enlarge if your business warrants. But don't get reckless. Don't speculate. Don't take big chances. Be wise and courageous, but don't rock the boat.

IN RE: CUBAN SALES TAX

The following supplement *in re* Cuban sales tax has been received from the Tobacco Merchants' Association:

Supplementing our bulletin of December 28 with regard to the 1 per cent. sales tax imposed by the Cuban Government, we have since received an English translation of the regulations, as well as of the statute, which was prepared for General Crowder, and it seems that the translation of the original text thus received from Cuba differs slightly from the report of the Department of Commerce, as set forth in our last bulletin.

The exact language of the statute, as appears from General Crowder's translation, in so far as it is applicable to tobacco, reads as follows:

"Article XIII. Excepted from the payment of the taxes herein created shall be . . .

"Fourth. Agricultural products sold directly by the producers thereof. . . .

"Fifth. Exporters of raw materials or of totally or partially manufactured products, excepting sugar cane molasses. . . .

"Sixth. . . . manufactured . . . cigars, cigarettes, cut smoking tobacco . . . The producers of all these articles when selling or transferring same from the factories to other premises shall be exempt from the payment of the present tax; but the resellers shall be obliged to pay the tax created by this law."

It will thus be seen that whereas, according to the report of the Department of Commerce, *exportations* of raw material or manufactured products are exempt from the tax, under the language hereinabove quoted, the exemption does not apply to the *exportations*, but to the *exporters*. In other words it is not the commodity, or the article, that is exempt from the tax, but the person who exports the same.

I am informed that this construction has had no official or authoritative sanction, and pending an official decision, some leaf dealers are collecting or endeavoring to collect the tax, subject, of course, to refund if it should be finally decided, as I hope it will be decided, that all tobaccos, raw or manufactured, intended for export, whether exported directly by the leaf dealer or by the one who purchases same from the dealer, are exempt from the taxes.

FRENCHMEN HEAVY SMOKERS

The "Defense de fumer" signs that are so conspicuous a feature of French landscapes, especially on the railway lines, do not seem to have had much effect on the French smoker, particularly of pipes. Figures just given out by the French Tobacco Monopoly in regard to its sales of tobacco during the years 1920 and 1921 and forwarded to the Department of Commerce by Assistant Trade Commissioner D. S. Green, reveal a large increase in popularity of all but the most expensive forms of tobacco. Sales during 1921 totaled 115,194,969 pounds, an increase of 12,904,269 pounds, or 13 per cent. over sales of the previous year, which were 102,290,700 pounds.

Apparently the recent upward revision of the scale of prices for tobacco products had the tendency to scare French smokers away from the de luxe articles. Rather than refrain from smoking, however, the users of expensive brands merely switched to cheaper ones.

Editorial Comment

(*Continued from Page 7*)

the year, would certainly prove of benefit to this district. This proposition has been suggested many times, and has been tried, but it has failed in each case not because the *principle* was wrong, but because the viewpoint of some of the *principals* was wrong.

Has the spirit of co-operation and the serving of best interests of the industry reached a point where such an experiment is worth trying once more?

KINGSBAKER PROCEEDINGS DISMISSED

The bankruptcy proceedings against the Kinksbaker Cigar Company, of Kansas City, have been dismissed; as investigation revealed that the concern is solvent and will continue in business as in the past.

LEWIS L. CANTOR JOINS SWARTZ ORGANIZATION

Lewis L. Cantor has joined the organization of Max Swartz, manufacturer of "La Primadora" and "Primanettes," clear Havana cigars. Mr. Cantor will begin his activities on January 1st, on the leaf buying staff.

TO GROW TURKISH TOBACCO IN CALIFORNIA

There is a rumor about that a syndicate has been formed with ample capital to undertake the growing of Turkish tobacco in California. Only the finest grades of Turkish tobacco will be produced.

HARRY RINALDO MAY MAKE CHANGE

Harry Rinaldo, who is just finishing a five year contract with the Central Cigar Manufacturing Company, has several good offers under consideration and rather favors one that would enable him to make his headquarters in either Chicago or San Francisco. Harry has so many good friends that it would be hard for him to settle in any place where he would not feel perfectly at home, and with his exceptional ability it should not be hard for him to pretty nearly pick out the territory he wants.

MARTIN CIGAR CO. TO OPERATE CIGAR STANDS IN NEW MILLION DOLLAR MOLINE HOTEL.

On Friday, December 22, 1922, Moline's new million dollar hotel, The Le Claire, was formally opened to the public with elaborate celebration.

Two cigar and candy stands in the new hotel and one in the new theatre building will be operated by George Martin. These stands will be fully equipped and will be operated by experienced men and women. The stand in the lobby will be known as Martin's Store No. 21, the stand on the fifteenth floor next to the ballroom will be Martin's No. 22, and the stand in the theatre will be Martin's No. 23.

Martin will also operate the bowling alleys and billiard room of the new hotel. Eight bowling alleys have been installed, and the billiard room will contain twelve tables. This equipment, purchased from the Brunswick Balke-Collender Co., is of the latest design and is the best made by that company.

The stands, bowling and billiard equipment cost Martin $50,000.

Every Bayuk Cigar
is made to four-square
with the critical smoker's
idea of honest value for his money.
BAYUK BROS., INC.
Originators of the
BAYUK INIMITABLE BLEND and
BAYUK INCOMPARABLE BRANDS
PHILADELPHIA
New York: 119 Lafayette St., Phone Franklin 3166

AN OLD FAVORITE
THE NATION'S FAVORITE
BAYUK
A CIGAR FOR EVERY TASTE
HIGHEST STANDARD OF QUALITY THROUGHOUT THE ENTIRE LINE
PRODUCTS
BUILT TO SUIT THE TASTE OF THE CRITICAL SMOKER
BETTER SMOKING
THE CRITERION OF QUALITY

PRINCE HAMLET
HAVANA RIBBON CHARLES THOMSON
PHILADELPHIA HAND MADE
MAPACUBA

He buys by the box

Box sales of cigars are made to men who have decided on the kind of cigar they like.

Many Blackstone smokers are the type that buys by the box.

The Blackstone has a long Havana filler and an imported Sumatra wrapper. Years of consistency in quality, and advertising have made it a national favorite. It is made in the most hygienic manner known to cigar manufacture.

Blackstone
2 for 25¢ CIGARS Also makers of TOTEM 8¢ cigar
WAITT & BOND, Inc., Newark, N. J.

News from Congress

(*Continued from Page 11*)

the revenue laws during the present session of Congress. He proposes to push this bill and has a great deal of support back of him to the end that it may become a law before Congress adjourns for the session in March.

Goods imported in American ships would be favored with a 10 per cent. reduction in import duties over goods imported in foreign bottoms under the terms of an amendment to the Merchant Marine Act of 1920, which has been introduced in the Senate by Senator McKellar, of Tennessee. The amendment, if passed would not take effect until fifteen months after the passage of the act, at which time certain commercial treaties shall have been abrogated and annulled.

The McKellar amendment is an outgrowth of the opinion of a certain faction in the Senate which favors reduction of import duties of goods imported in American vessels rather than a direct subsidy. They contend that by such a step American commercial interests will be benefited to the same extent as they would under a ship subsidy, without the tremendous cost to the Government of the latter.

Increased taxes on corporations are provided for by Representative Frear, of Wisconsin, in a bonus bill which he has introduced in the House of Representatives. With the exception of a few minor amendments, the elimination of the reclamation provisions and the restoration of the excess profits taxes on corporations, the Frear bill is practically the same as the so-called Fordney adjusted compensation bill of last session.

Representative Frear's measure provides that in addition to the taxes otherwise provided, there shall be paid by every corporation on that portion of its net income not distributed in the form of cash dividends, a tax upon the amount of such net income in excess of the credits now provided by law, and a further exemption of $3,000, 5 per cent. of the amount of such excess not exceeding $20,000; 10 per cent. of that excess not exceeding $100,000; 15 per cent. of that excess not exceeding $200,000, and 20 per cent. on any excess above $200,000. It is provided, however, that if any of such undistributed profits as are taxed as above provided are, after the payment of such tax, distributed in money, the corporation shall be entitled in its next following income tax return to a credit for the amount of such distribution.

The measure has been referred to the House Ways and Means Committee, but it is not likely that any action will be taken before the end of the existing Congress.

A bill providing for a new Federal code of laws to govern sales and contracts of sale in interstate commerce has just been introduced in Congress by Senator Sterling, of South Dakota, and has been referred to a sub-committee of the Senate Judiciary Committee for its consideration. Senator Sterling has been named chairman of the sub-committee. The bill will be supported by the American Bar Association, a committee of which has had the matter under consideration for a long period of time.

The belief is expressed that the enactment of this legislation will make for a better understanding in our interstate and foreign commerce. Congress has no authority over intrastate trade and that in all its particulars would not be subject to the provisions of the Sterling proposal. It would enable both the buyer and the seller to know his standing at law and the protection each would have from violations of contracts.

Senator Sterling explains that practically all of the principles embodied in his bill are to be found in common law or in the criminal codes of the various States. The bill represents a codification of these laws. It deals with sales and contracts of sale in regard to existing and future goods and to undivided shares held by different owners in personal property of any kind; it covers questions that may arise because of the destruction of goods contracted to be sold and relates also to conditional sales and to absolute sales of property in interstate commerce. It defines warranties and covers the question of the reservation of rights of possession of property when goods are shipped. This latter is for the purpose of securing the payment of the purchase price.

The bill is a very comprehensive one and covers the whole question of sales and contracts of sale. It is of particular interest to distributors, but at the same time it simplifies the laws for the purchaser and all told, its enactment will have the general tendency to lessen litigation and, very naturally, the costs incident to disagreements of this nature.

A resolution has been introduced in the House by Representative Appleby, of New Jersey, requesting the various States of the United States to take appropriate legislative action to exempt from taxation all fuel coal of any kind and character in storage within the limits of the several States. The preamble sets forth that there is a fuel shortage and conditions are such as to plainly indicate that some practical step must be taken toward the accumulation of reserves of fuel to stabilize industry and protect the consumer in periods of acute shortage.

Mr. Appleby adds that it is evident that the seasonal demands for coal can to a great extent be met by storage at points near large centres of consumption, but the practice of storing large quantities of coal during the summer months has been discontinued largely because of the imposition of local taxes upon such storage coal. Formerly distributing agencies, large companies, corporations and individuals and public utilities stored huge quantities of coal during the summer months in anticipation of future demand. The resumption of the practice of creating great storage piles of coal would establish, he says, "a favorable balance-wheel to the trade and facilitate steadiness of the operation of the mines, as well as assuring adequate sources of supply for seasonal demand."

DETROIT NEWS

(*Continued from Page 8*)

where he spent the holidays. Much to our surprise, Mrs. Burke returned with him, a blusing December bride, whom Billie led to the alter during his vacation period. Congratulations to the newlyweds.

George Meigs of A. Amo & Company, is on a visit to the factory at Tampa to attend the usual annual conference.

Albert Rassenfoss, of the Heekin Can Company, was a recent visitor to the offices of the American Box Supply Company, and attended the banquet at the Wolverine Hotel given by the company.

William Hanauer, of William Demuth & Company, called on the trade here last week showing his 1923 line of "pipes and smokers' articles." Bill says business was fine last year and that he looks to 1923 to be a banner year.

Charles Fee, of the M. F. Minden Company, "Bouquet de Paris" ambassador, who has been confined to his home with a slight illness, is able to be out again and making his rounds as usual.

Start the New Year right by mailing in your subscriptions early for the 1923 editions of THE TOBACCO WORLD. Mike, of Detroit, can be reached by 'phone, Cadillac 4370, at 2311 Russell Street. So let him hear from you.

THE ANTHRACITE REGION

(*Continued from Page 9*)

Buy a package of pipe cleaners for forty-five cents and we give you free a fifty-cent pipe.

Bill says it was the biggest pipe week he ever had and it must have been a big week for "Bill's Thank You Shop" has had some pipe sales.

The Sperling Tobacco Co., Wilkes Barre distributors of "Mozart" and "Adlon" cigars (Consolidated Cigar Co.), says they had a very fine holiday business.

TITLES CLAIMED

A. C. Henschel & Company, of Chicago, Ill., announce to the trade that they claim all rights to the title "La Valenda" for cigars, etc.

SHUEY TOBACCO BUG EXTERMINATION SERVICE MADE A TRUST ASSOCIATION

George W. Shuey, founder of the Shuey Tobacco Bug Exterminator Service has completed arrangements for the forming of a trust association to be capitalized at $1,500,000.

Mr. Shuey founded his original service on a discovery, which he personally made, which he found would eliminate the tobacco bug and its larvae from tobacco. This service was operated entirely from Cincinnati until Mr. Shuey made investigations of various tobacco centers in order to determine the best locations in which to establish branches of his service.

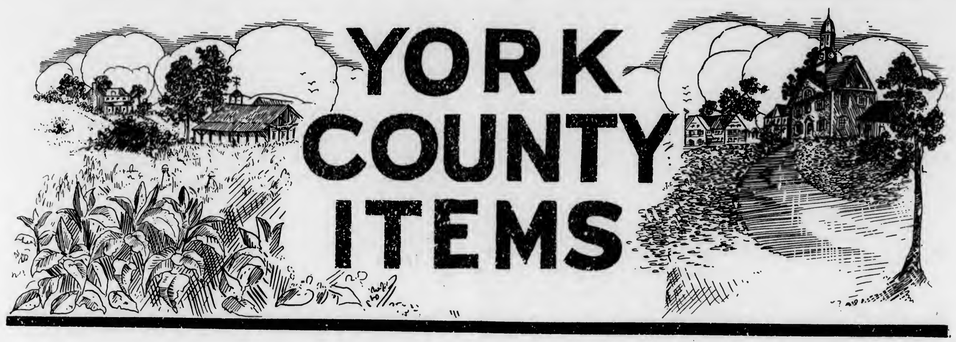
It is understood that Tampa manufacturers have made inducements to Mr. Shuey to establish permanent headquarters in that city.

Mr. Shuey will act in the capacity of trustee for the association and his plans call for the immediate opening of service branches in Cuba, Porto Rico, New York, Pennsylvania, Chicago and New Orleans. Headquarters will be maintained at 1820 Twelfth Avenue, Ybor City, Tampa, Fla.

MERCHANTS CIGAR BOX CO.
DALLASTOWN, PA.
MANUFACTURERS OF
CIGAR BOXES & CASES
Dealers in Labels, Bands and Edgings
CAPACITY 15,000 DAILY
If It's Wood— We make them. Anything in Cedar, Veneer, Redwood and Imitation.
If It's Prices— We have them. Let us quote you on your need. Line up with a first class boxmaker for your 1923 requirements.
First Class Cigar Boxes Guaranteed

F. LOZANO, SON & CO.
HAVANA CIGARS
TRADE MARK
F. LOZANO
FLOR DE NARVEZ
VICLO
WALLS COURT
EL LESSERO
CALATRAVA
REG. U. S. PAT. OFF.
FACTORY & MAIN OFFICE, TAMPA, FLA.
NEW YORK OFFICE, 437 FIFTH AVE., N. Y.

ABOVE ALL
BOLD
NOW
2 for 15c
The recognized standard of cigar quality and cigar value. Bold's pre-eminent popularity is due solely to incomparable and unchangeable quality.
Bobrow Brothers, Inc.
Manufacturers
Philadelphia Penna.



York, Pa., January 12, 1923.

EVERYTHING points to a busy year before us in this section. All factories are back at work full force after the short holiday vacation. In most factories, only few days were allowed to give time for regular inventories.

J. G. Bergdoll, reports that there is no let up on calls for "York Imperial" cigars, and he says he is shipping out fast as they can turn the goods out.

Blair Saylor, Center Square, has taken on the "Thomas Nelson" for a ten-cent leader. This cigar is manufactured by H. J. Roth at Bairs Station. Blair stated that it is taking very well with his trade.

Charles H. Sieker, 275 W. Market Street, had the following to say, "We enjoyed a good business for 1922 and the way the new year is opening up we are very well satisfied that 1923 will be a prosperous one for us."

R. C. Thompson, maker of "Thompson's Hand Made" and "Buffalo" cigars, said that he carried no cigars over, having shipped out his product fast as made, and also that the new year starts off well with him.

The Belvedere Tobacco Company were unable to get their new building finished before the cold weather set in, and are rather crowded in their present quarters. They report business good.

H. A. Stoothoff Company report that they are getting their share of business, and the year opens up satisfactorily on their product.

Pennsylvania Tobacco Company, North George Street, are busy as usual and we are pleased to see that Nathan Katz of this firm, is able to be at the office again, although he still finds it necessary to use the aid of a crutch in getting around.

Sam Brenner of The Brenner Cigar Box Co., North Penn Street, says he has been endeavoring to give such service and quality in their product to warrant the confidence which this new firm enjoys with the trade that it is building up.

Henry Voice of Pasbach-Voice Litho. Co., is visiting his York County trade and has booked several nice big orders. We tried to "kid" Henry about reading somewhere, all about his fame as a champion golf player, but Henry says I play golf? No I play marbles and hustle business, my brother plays golf.

Jerry Whitehouse of the Rex Company, has closed some big advertising contracts. Joe Strauss has booked some nice orders on bands.

Simon Saloman of Charles W. Saloman & Company, has just arrived in town and is enthusiastic over his line of new Connecticut Havana seed, and Broad Leaf. Says he has the goods to pull down some big orders.

H. G. Blasser & Company have been making extensive improvements at their warehouse on Clark Avenue, adding private offices, new sample rooms, and humidor for the storage of Florida wrappers, which will be one of their special lines the coming year. Mr. Blasser reports the first shipment having arrived from Florida and sampled up fine, and should be a ready seller in this local market, because of its fine texture, light colors, and quality. He has added to his office force C. S. Plitt, son of C. H. Plitt, cigar manufacturer, to take charge of the office and inside selling work, and in view of the increased business coming to this firm he has leased another large warehouse to better handle the business.

C. S. Gable is expected back on Monday, having been down in Texas for a couple weeks visiting houses that feature his "Hamilton Fish" cigars.

A. E. Wallick has left for the South in the interest of his factories making the several brands on which he has built up a nice steady trade.

H. O. Toomey will be actively engaged with his father, W. L. Toomey, 200 W. Market Street, where they specialize in Florida wrappers. W. L. reports having sold many lots of their holdings of light wrappers.

At the Gem Cigar Store, 275 West Market Street (Charles H. Sieker), here you are able to get as good as the market has to offer. "Tom Godfrey" in four sizes, from 8 cents to 15 cents each, being their leading brand. Everything in one-fortieth package is going well. This store has a steady trade the whole year around.

JAY BEE.

EISENLOHR & BROS. DECLARE DIVIDEND

The regular quarterly dividend of 1¼ per cent. was declared on the common stock of Otto Eisenlohr & Bros., Inc., at a meeting on January 9, 1923.

READING FACTORY UNABLE TO GET HANDS

The firm of W. W. Stewart & Sons, of Reading, Pa., will open a branch factory in Newmanstown today owing to their inability to get sufficient help to operate their factory in Reading to capacity, in spite of the fact that thirty-five new cigarmakers have been employed during the past two weeks. H. B. Brooks will be superintendent of the branch factory.

GROWERS
AND
PACKERS
OF
Connecticut Shadegrown Wrappers
Florida and Georgia
Shadegrown Wrappers
Connecticut Broadleaf
Connecticut Havana Seed
Stripped and Booked Porto Rico Fillers
AMERICAN SUMATRA TOBACCO CO.
131 Water Street New York City

CIGAR MACHINERY

Wolverine Bunch Breakers

Wolverine Cigar Packers

For Boxes of 50 and 100, Bundles and Round and Square Tins

WRITE FOR DESCRIPTIVE CIRCULARS

Pulte-Korreck Machine Co.

GRAND RAPIDS, MICHIGAN

TADEMA HAVANA CIGARS

Argüelles, Lopez & Bro.

MAKERS

General Office and Factory, TAMPA, FLA.

Eastern Office
222 Pearl St.
New York

Warehouse
Havana
Cuba

800 CIGARETTES A MINUTE!

PLAIN OR TIPPED

ON

Our New "Triumph" Model U. G Cigarette Machine

More than 5,000 "United" Machines in Daily Operation Throughout the World

Write today for full particulars on our latest models

Cigarette Machines | Auxiliary Machines | Tobacco Stemming Machines | Cigarette Packing Machines

UNITED CIGARETTE MACHINE COMPANY

INCORPORATED

LYNCHBURG, VA., U. S. A.

Canadian Representative:
GEORGE E. GOLDSTEIN
310 Nicholas Bldg., Montreal

Cuban Representatives:
LARRAZABAL Y CIA
Calle De Concordia No. 5, Habaan

EL VERSO

HAVANA CIGARS

Seven Sizes to Please the Most Discriminating

The Deisel-Wemmer Co.

MAKERS

Lima :-: Ohio

W. D. C. SALESMEN PREPARED FOR BIG YEAR

The expert pipe salesmen of William Demuth and Company last week were gathered together at headquarters from their various fields of activity throughout the country for the Annual Sales Convention.

The keynote of the conferences was the closer cooperation between the production, merchandise and sales departments for bettering service to the trade, with particular stress on maintaining the high standard of WDC quality and improving delivery to the trade.

After reviewing the new line, the salesmen were unanimous in the decision that the firm had outdone itself in its efforts to provide a line which leaves nothing to be desired in supplying the popular consumer demands, and which caters so well to the jobbing and retail trade in prices, and in the handy and attractive display combinations for which this firm has an enviable reputation.

The pipe smoking public has come to look for the self-cleaning tube feature, and in this respect the new WDC line is well fortified. The tube lines run from the 50-cent grade to the $5 grade in the following brands: 50-cent "Scoopit." 75-cent "Tubo." 75-cent "Classic." $1 "Turin." $2.50 "Seville," $3.50 "Milano," $5 "Milano Supreme."

The 1923 line presents an almost endless list of popular features.

The extensively advertised "Milano" is again carried as a leader.

Then there is the "Turin," the $1 pipe with a self-cleaning aluminum tube, a fine quality flush-mounted Italian briar to meet the demand of the thrifty buyer.

The attention of the trade is called particularly to the three new lines of natural Italian briar, the "Aristocrat" at $5 and up, and the "Seville" and "Sovereign" at $2.50 and up. These pipes are made of the finest selection of Italian briar root and are finished without stain or varnish. The rare beauty and rich color of the natural Italian briar root is preserved and enhanced by a secret Demuth process. With use the bowls acquire a richer and deeper color.

The "Duro-Bit" line, to retail at 50 cents, 75 cents and $1, represents one of the foremost advances in pipe craftsmanship. The mouthpiece of this pipe is reinforced with an aluminum tube, which is moulded in the rubber bit, making it absolutely unbreakable at any point. This feature is not only new, but better than anything that has ever been placed on the market, as the aluminum tube runs from tip to tip of the mouthpiece, reinforcing it throughout its *entire* length.

The "Simplex" pipe is another example of the triumph of WDC ingenuity. This is a genuine briar pipe with the neatest detachable cover protection against flying sparks yet devised. It is a fine outdoor pipe that can be transformed very simply to an indoor pipe.

The trade is already familiar with the "Calabore," the genuine Italian briar pipe made in the Calabash shape.

The "Drysmoke" socket pipe with the unbreakable porcelain inset with three draft holes to insure a dry smoke, which was so favorably received by the trade at its inception a few months ago, is offered again in a number of new and attractive display assortments.

Another feature line which is bound to find a welcome place in the stores of progressive dealers, is the fine line of briar pipes with push tenon, Bakelite bits.

During the past few months there has arisen a demand for finely finished small size pipes. This demand comes from two principal sources. First, the growing number of young men who are becoming pipe devotees, and second, the smoker who wants a short smoke, and who prefers to have it from a pipe rather than from cigarettes or small cigars. To meet this demand, William Demuth and Company offer the following lines:

"Studio," to sell at 35 cents.

"Morocco Junior," to sell at 50 cents.

"Packard Junior," to sell at 50 cents.

"Laddie," a flush mounted Italian briar line with slender shank, to sell at 50 cents.

"Classic," a flush mounted Italian briar line with slender shank and fitted with self-cleaning aluminum tube, to sell at 75 cents.

A great deal of thought and effort has been successfully expended in the matter of providing shapes and assortments in conformity with the demands and requirements of the trade, which will be reflected throughout all the Demuth lines and particularly the popular standard lines such as "Brighton," "Morocco," "Wellington," "Derby," "Genova," "Lucerne" and "Bakelite."

Watch for WDC advertising of these feature lines in this paper.

PULTE-KORRECK MAKES ATTRACTIVE OFFER

The Pulte-Korreck Machine Company, Grand Rapids, Mich., is making the very attractive offer of a thirty-day absolutely free trial offer on their Wolverine Bunch Breaker, price $20. Upon receipt of order they will ship the machine immediately and after a thirty-day trial the machine can be returned to them if it is not absolutely satisfactory. Some cigar manufacturers assert that the machine will save its cost in one month. Other machines manufactured by this company are:

Model A Cigar packer, 50 cigars	$5.00
Model B-1 Cigar packer, 50 cigars	10.00
Model B-2 Cigar packer, 100 cigars	12.50
Model B Bundle packer, 100 cigars	16.00
Model E Rd. Can packer, 50 cigars	35.00

I. R. T. A. ENDORSES TOBACCO EXPOSITION

The following letter has been received by the National Exposition Company in reference to the Tobacco Exposition to be held at Grand Central Palace, New York City, February 3 to 10, 1923, inclusive:

45 West 34th Street, New York, N. Y.

Mr. Harry A. Cochrane,
New York, N. Y.

Dear Sir:

Your letter received about the National Exposition Company's plans for a convention of retailers. Would be glad to co-operate in the movement as I think all affairs that bring tobacco men together are advantageous to the industry.

The tobacco trade is an enormous industry and representative strides in new machinery are taking place and other improvements that should be known to the public.

I am in favor of all betterment movements for the dealers.

Yours,
(Signed) HENRY H. HUNTER,
Secretary, Independent Retail Tobacconist Association.

5c "Keen Kutter" 5c

NONE BETTER FOR THE MONEY

¶ Guaranteed to be wrapped with Imported Sumatra and filled with Havana. The best *Nickel* cigar on the market for the money.

Write for open territory to

H. F. MARTIN

YORK :: :: PENNSYLVANIA

The Tobacco World

Extends to all its

Advertisers, Subscribers and Readers

A Cordial Invitation To Visit Space No. 142

At the

International Tobacco and Allied Trades Exposition

Grand Central Palace
New York City

February 3rd to February 10th, inclusive

Our Headquarters will be Glad to Serve Any Member of the Industry in Any Way Possible

"Just Call on Us."

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

REMINGTON REPEATERS:—42,938. For cigars. December 16, 1922. Curry & Smith Cigar Co., Orlando, Fla.

WINCHESTER REPEATERS:—42,939. For cigars. December 16, 1922. Curry & Smith Cigar Co., Orlando, Fla.

W. U.:—42,940. For cigars. December 26, 1922. C. J. Holderman, Milwaukee, Wis.

LONDON LORDS:—42,492. For cigars. December 27, 1922. Eduardo Gonzalez y Ca., Chicago, Ill.

LORDS OF LONDON:—42,943. For cigars. December 27, 1922. Eduardo Gonzalez y Ca., Chicago, Ill.

BRITISH LORDS:—42,944. For cigars. December 27, 1922. Eduardo Gonzalez y Ca., Chicago, Ill.

LORDS OF BRITAIN:—42,945. For cigars. December 27, 1922. Eduardo Gonzalez y Ca., Chicago, Ill.

LA FLOR DE ROMEO GARCÍA:—42,946. For cigars. December 27, 1922. Harry Schwartz, Perth Amboy, N. J. The trade-mark or trade-name specified, though apparently not heretofore registered in any of our Affiliated Bureaus, is claimed to have been in use by Harris & Son, Newark, N. J., from whom title thereto is claimed to have been acquired by the within-named registrant through mesne transfers.

BLACK SHEEP:—42,947. For cigarettes and tobacco. December 12, 1922. Tichenor Cigar Co., Inc., Peekskill, N. Y.

ARGONNE:—42,948. For cigarettes and tobacco. December 26, 1922. Lazarus & Brother Co., Richmond, Va.

GOOD MILD:—42,949. For snuff. January 2, 1923. American Snuff Co., Memphis, Tenn.

EL HUZAR:—42,954. For all tobacco products. November 24, 1922. American Box Supply Co., Detroit, Mich. The trade-mark, though apparently not heretofore registered by any of our Affiliated Bureaus, is claimed to have been acquired by the within-named registrant by a transfer from The American Tobacco Co., New York City, November 13, 1922.

QUERO:—42,955. For all tobacco products. November 24, 1922. American Box Supply Co., Detroit, Mich. The trade-mark, though apparently not heretofore registered by any of our Affiliated Bureaus, is claimed to have been acquired by the within-named registrant by a transfer from The American Tobacco Co., New York City, November 13, 1922.

HAVANA COURT:—42,956. For all tobacco products. January 2, 1923. American Litho. Co., New York City.

JOE JR.:—42,957. For all tobacco products. January 3, 1923. American Litho. Co., New York City.

E. VALPO:—42,958. For cigars. January 2, 1923. E. Valpo, Chicago, Ill.

GAVILAN:—42,959. For cigars. January 2, 1923. Marcelino, Perez & Co., New York City.

ALEXANDRIA CLUB & HOTEL:—42,961. For cigars, cigarettes and tobacco. December 2, 1922. American Exchange Cigar Co., New York City.

ANTOINE de la MOTHE CADILLAC:—42,962. For cigars. January 4, 1923. American Box Supply Co., Detroit, Mich.

SEMPREE DEN:—42,963. For cigars. January 5, 1923. P. Wolfers, Boston, Mass.

PRINCE HAZARD:—42,964. For cigars, cigarettes and tobacco. December 1, 1922. M. Shanman, New York City.

TRANSFERS

CUNOLA:—12,174 (Tobacco Leaf). For cigars. Registered July 1, 1896, by San Telmo Cigar Co., Detroit, Mich. Transferred to American Box Supply Co., Detroit, Mich., December 20, 1922.

DIXIE ROLL:—42,869 (Tobacco Merchants' Association). For all tobacco products. Registered November 3, 1922, by Joseph Gonzales, Detroit, Mich. Transferred to Dixie Wholesale Co., Detroit, Mich., November 24, 1922.

MAISON DOREE:—4960 (Tobacco Leaf). For cigars, cigarettes and tobacco. Registered July 14, 1890, by L. Miller & Sons, New York City. Transferred by The American Tobacco Co., successor to L. Miller & Sons, New York City, to American Box Supply Co., Detroit, Mich., November 13, 1922.

HUB:—(Connerton's Tobacco Brand Directory of the U. S.). For plug and twist. Registered in 1899 and 1903, by Daniel Scotten & Co., Detroit, Mich., and Continental Tobacco Co., New York City, respectively. Transferred by The American Tobacco Co., successor to the above companies, to American Box Supply Co., Detroit, Mich., November 13, 1922.

SUCCESS:—16,585 (U. S. Tobacco Journal). For cigarettes, cheroots and tobacco; (Connorton's Tobacco Brand Directory of the U. S.). For plug and twist. Registered October 11, 1894, by L. Miller & Sons, New York City, and in 1903 by the Continental Tobacco Co., New York City. Transferred by The American Tobacco Co., successor to the concerns, to American Box Supply Co., Detroit, Mich., November 13, 1922.

UPPER CRUST:—(Connorton's Tobacco Brand Directory of the U. S.). For plug and twist, smoking and chewing tobacco. Registered in 1899 and 1903, by Daniel Scotten & Co., Detroit, Mich., and Continental Tobacco Co., New York City, respectively. Transferred by The American Tobacco Co., successor to the above companies, to American Box Supply Co., Detroit, Mich., November 13, 1922.

EL MERITO:—41,991 (Tobacco Merchants' Association). For cigars. Registered October 13, 1920, by Varro Cigar Co., Newark, N. J. Transferred to Commonwealth Cigar Co., Lancaster, Pa., and re-transferred to C. N. Foreman & Co., Red Lion, Pa., January 3, 1923.

LIGGETT & MYERS INCREASE CAPITAL

On January 8 stockholders approved the plan to increase the authorized preferred capital stock of the Liggett & Myers Tobacco Company from $22,759,800 to $34,139,800 and the authorized call B common from $21,496,400 to $44,363,800.

MERCHANTS' CIGAR COMPANY HOLD ANNUAL MEETING

The Merchants' Cigar Company, of York, Pa., held their annual meeting at the factory's office in York, on January 9, 1923.

The following directors were elected: G. A. Kohler, S. W. Kohler, W. W. Haynie, S. N. Kabler and L. M. Haynie, and the directors elected the following officers: W. W. Haynie, president; G. A. Kohler, secretary and treasurer.

The company enjoyed a large business in 1922 and the future prospects are exceedingly bright. The New York "Hand Made" five-cent cigar was taken over by the Merchants' Cigar Company at a value of $50,000.

HEAVY LOSS IN TURKISH TOBACCO

Important decreases in production for 1922 as compared with last season are: Greece, 16 per cent.; Belgium, 24 per cent., and France, 10 per cent. The production of Turkish tobacco in the two districts of Samsun and Smyrna is estimated at 21,956,248 pounds, of which a considerable portion was destroyed by fire and by the retreating Greek Army during the invasion of Asia Minor by the Turks. These figures represent a loss of approximately 50 per cent. of the total crop as compared with last year's harvest, and only about 65 per cent. of the present crop is regarded desirable for American trade.

Stocks of Turkish tobacco held at Constantinople are reported to be 11,020,000 pounds, and Russian stocks in the city for export are reported as having been reduced during September from 2,644,800 to 1,983,600 pounds. Gains in Bulgarian production will not equalize quantity losses in Greece, and, owing to its being less desirable for the American trade than Greek tobacco, the market for medium to good grades of Turkish tobacco will remain firm.

Consumption of tobacco throughout Europe still shows a rising tendency, and it is likely that imports of American tobacco by Italy and France will be increased.

THE MOEHLE LITHOGRAPHIC CO. INC.
CLARENDON ROAD & EAST 37TH STREET BROOKLYN, N.Y.
HIGH GRADE CIGAR LABELS AND BANDS
170 WEST RANDOLPH ST., CHICAGO, ILL.
723 BRYANT STREET, SAN FRANCISCO, CAL.

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
WESTERN REPRESENTATIVE:
PAUL PIERSON
139 North Clark Street, Chicago, Ill.
Cigar Labels, Bands and Trimmings of Highest Quality

OSCAR PASBACH, PRES. J. A. VOICE, SECY. & GEN'L. MANAGER
PASBACH - VOICE
LITHOGRAPHING CO. INC.
ART LITHOGRAPHERS
GRAND STREET AND MORGAN AVENUE
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CIGAR LABELS - CIGAR BANDS

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
2309 Russell Street Detroit, Mich.
Corner of Gratiot Street
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

American Bands & American Labels
for AMERICAN CIGARS
Our Special Process and fifty years of experience are reasons why we produce Cigar Bands and Cigar Labels of recognized superior quality and character.
High grade Bands and Labels *do* increase sales of Cigars.
For the *BEST,* write us.
WM. STEINER SONS & CO.
257-265 W. 17th St. - New York City
SINCE 1870

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

YOUR BEST SALESMAN IS
A FINE CIGAR LABEL
WE PRODUCE ONLY THE *FINEST*
GOLD LEAF and BRONZE Work
Be sure and see *our* samples before placing your order.
Write or phone today so you will have them on your desk.
H. J. FLEISCHHAUER
68 N. FOURTH ST., PHILADELPHIA, PA.
BELL PHONE, MARKET 3792

There is No Real Substitute for Wooden Cigar Boxes

EVERY experienced Cigar Manufacturer knows that wood is the best material for Cigar Containers. While there is a movement afoot to popularize substitutes, careful consideration should be given to the merits of the wooden package.

In a series of advertisements to the trade there will be presented the case in behalf of the wooden cigar box. Obviously, no claims will be made, no statements adduced that cannot be fully substantiated.

However, in fairness to all, we urge that any and all claims we put forth be subjected to the most searching analysis.

Proof is the only yard-stick on which to measure superiority. You are the judge and jury. Study our evidence carefully.

Advertisement

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FEBRUARY 1, 1923

VOLUME 43 NO. 3

THE TOBACCO WORLD

THEY ARE COMING BY THE THOUSANDS

To See, Compare, and Buy

AT THE

Tobacco Industries Exposition

Grand Central Palace, New York City

February 3rd to 10th, inclusive, 1923

"LET'S MAKE IT UNANIMOUS"

Wise Buyers are Waiting to Buy

Wise Exhibitors will be There to Sell

Desirable Spaces Still Available **Write, Wire or 'Phone At Once Today**

The National Exposition Co.

THIRD FLOOR McALPIN HOTEL
NEW YORK CITY

PHONE PENNSYLVANIA 5700, EXTENSIONS 334 and 336 BROADWAY AT 34th STREET

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST. PHILA., PA.

Wooden Cigar Boxes Create The Buying Impulse

For effective, sales producing display, wooden cigar boxes have no equal. Attractive, convenient and natural in appearance, they lend themselves to every possible display effect. Substitute containers have strict display limitations, while wooden boxes show the color, size and shape of the cigars in the most tasteful and telling way.

1. IDEAL DISPLAY: Compact, varied and eye-catching window and counter displays are most easily gotten with Wooden Cigar Boxes. With a little imaginaton you can show all kinds of effects and combinations with Wooden Cigar Boxes. Wooden Cigar Boxes do not have to be juggled for striking displays; they only need to be arranged.
2. CONVENIENT: Practically all cigar store windows and show cases are particularly designed for the showing of Wooden Cigar Boxes. They permit the use of all the space. No space wasted. No time lost.
3. BETTER PRINTING: There is no comparison between Wooden Cigar Boxes and substitute containers when it comes to beauty of printing and lithography. You can do almost anything with wood, while the possible treatments of other kinds of packages are very limited.
4. PERFECT AGING: Cigars age normally in wood, retaining their natural aroma from factory to smoker.
5. SATISFACTORY SELECTION: A smoker likes to see the whole length of a cigar in the box. He wants to compare the size, shape and color of the various brands and types you show him. Another point where a Wooden Cigar Box always wins the approval of the smoker.
6. NATURALNESS: Cigars are a vegetable product and belong in Wooden Cigar Boxes. Cigars from Wooden Boxes please the smoker most because the wood adds a mellowness and richness to the qualities with which the cigar has already been endowed by Nature.

If you want other reasons ask the manufacturers of quality cigars who have learned from experience why Wooden Cigar Boxes are best.

(Advertisement)

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&
VANDEGRIFT
INCORPORATED
NELSON M. VANDEGRIFT, President
CIGAR BOXES
QUALITY AND SERVICE
812-832 N. Lawrence St. Philadelphia, Pa.

It's Java Wrapped!
LA PALINA
THE QUALITY CIGAR SINCE 1896
Congress Cigar Co., Phila.

We Will Exhibit Our
La Tosella
Topic
Bold
Recall
CIGARS
At The Tobacco Show
Grand Central Palace
New York City, N. Y.
(February 3rd to 10th, inclusive)
We extend an invitation to all to see us at
BOOTH No. 32
BOBROW BROS., Inc.
PHILADELPHIA, PA.

MURIEL
CIGAR
The Recognized Standard of Cigar Quality and the Recognized Standard of Cigar Value.
Muriel's pre-eminent popularity is due solely to Muriel's incomparable and unchangeable Quality.
P. LORILLARD COMPANY
119 West 40th Street, New York City.

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2 for 15c
everywhere

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PHILADELPHIA —— EST. 1850

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Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

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FOR SALE—ONE COMPLETE SET NEWTON-STOAKES LETTERING PENS, with inks and complete instructions for making nifty show cards and price tickets. Absolutely new. Address Box 451, care of "The Tobacco World."

WANTED

LARGE DISTRIBUTOR DESIRES LARGE QUANTITIES OF JOB LOTS OF CIGARS. Cash transaction. Write full particulars. Address Distributor, Box 453, care of "The Tobacco World."

SALESMEN WANTED

A RED-BLOODED SALESMAN for each section of the country. Men not afraid to work and who sell with their heads rather than their feet. Must be steady workers, possessing rugged perseverence, energy and enthusiasm.

If you are that man, write us what you are, what you have been selling and for whom.

Our line of sales stimulators to the jobbers pay amazing returns to the producing salesman.

Address Box 452, care of "The Tobacco World."

SITUATION WANTED

A CAPABLE CIGAR FACTORY EXECUTIVE AGGRESSIVE with initiative and executive ability to handle large factory or factories, capable of starting chain of factories; will be open for position shortly. Address Box Z, care of "The Tobacco World."

The Tobacco World

Established 1881

VOLUME 43 FEBRUARY 1, 1923 No. 3

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HARRY BLUM
Manufacturer of
THE NEW
NATURAL BLOOM
HAVANA CIGARS
122 Second Avenue New York City

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

*fresh
from the factory

*fresh
from the factory

Time—and time alone—ages, cures and mellows the tobacco used in Tuxedo. Nothing can hurry it.

*But after it is blended and packed for smoking, the sooner you smoke it, the better it is.

Tuxedo is now delivered to your dealer in small lots—one dozen tins. The cartons are dated, showing the last day it can be sold.

This insures your getting Tuxedo FRESH From the Factory.

Buy a tin today—try a pipeful—and see how good fresh tobacco can be.

Now 15¢

FRESH
Tuxedo
TOBACCO

Guaranteed by
The American Tobacco Co.
INCORPORATED

*fresh
from the factory

This is the new 1923 Magazine Copy for

Tuxedo
TOBACCO

MADE-IN-BOND AT TAMPA

Good business sense has made it both necessary and profitable for every retailer to carry at least one brand of guaranteed Clear Havana Cigars.

The Made-in-Bond Stamp is the U. S. Government Guarantee that TUVAL cigars are manufactured entirely of imported Havana leaf.

Two generations of clear Havana cigar manufacturing by Marcelino Perez & Co., have won for TUVAL the respect and confidence of the lovers of good cigars.

Marcelino Perez & Co.
4-6 White Street, New York City

INSIDE INFORMATION!
is what the smoker wants to know about a box of cigars; but he is more likely to seek that information if the cigars are packed in our quality boxes.

MONROE JARRETT SONS
MANUFACTURERS OF
CIGAR BOXES
S.W. COR. RANDOLPH & JEFFERSON STREETS
PHILADELPHIA, PA.

La Flor de Sanchez Y Haya
THE OLD RELIABLE BRAND OF
CLEAR HAVANA CIGARS
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THE ARISTOCRAT OF
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MANUFACTURED BY
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FACTORY No. 1 TAMPA, FLORIDA

LA MEGA
Clear Havana Cigar
MADE-IN-BOND

LA MEGA is made only in the finer grades.
More than 50 shapes and sizes to select from.
Prices and terms cheerfully furnished upon application.

V. GUERRA, DIAZ & CO.
TAMPA, FLA.

IT'S A REAL SELLER

"NEW SOUTH"

OUR efforts have been devoted to seeing how good a cigar we could manufacture to retail at FIVE CENTS and still leave a legitimate profit for the jobber and retailer.

Increasing orders from our customers indicate that **"NEW SOUTH"** has won the approval of smokers wherever introduced.

We have enlarged our facilities to meet the growing demand, and at present there is territory open for energetic jobbers seeking an exceptional Five-Cent Cigar. We have it.

CURRY & SMITH
ORLANDO - - FLORIDA

Volume 43

THE TOBACCO WORLD

Number 3

Established 1881

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, FEBRUARY 1, 1923 Foreign $3.50

EDITORIAL COMMENT

ON behalf of the exhibitors at the Tobacco Show which opens in the Grand Central Palace, New York, February 3d, we bespeak a careful consideration of the products there displayed. While some desirable exhibitors have withheld their support of this great effort in behalf of the advancement of the best interests of the industry, others by their very present presences at the Show invite comparison.

The thousands of trade visitors will do well to lend their fullest support to the exhibitors, for their support of this Tobacco Show is worthy of recognition.

As a matter of fact the absence of the exhibits of a few of the larger companies, or the lack of endorsement of the T. M. A., has practically nothing to do with the success of the Tobacco Show in a larger sense.

While it is of course desirable that the exhibitors should profit from the exposition, the chief aim is to interest the great general public in the tobacco industry. By showing the products and the materials from which they are made, as well as the methods of manufacture, a very favorable atmosphere will be created.

If the public attends, and approves, whether the exhibitors and the exposition company make money or not, is incidental, for the real purpose of the Tobacco Show will be accomplished.

The endorsement of a trade body, or the additional exhibits of some nationally known manufacturing concerns, would not bring one single additional smoker to the show. It would undoubtedly increase the revenue of the exposition company. But as we have said in the preceding paragraph, it is not a question of revenue for the exposition company, or profits for the exhibitors, as much as it is a question of catching the attention of the public and in winning its approval. It is an advertising campaign after all.

With the Silk Show in progress in the same building at the same time, occupying three floors with its exhibits, there is an additional opportunity to attract visitors.

Those courageous men who have made this show possible deserve the fullest support of the industry. There must be pioneers in everything, and to a certain extent these men are pioneers.

If the crowds come that are expected, the success of the show is assured. And it will prove that when an exposition is to be staged for an industry of the magnitude of the tobacco business that it requires professional skill to accomplish the task satisfactorily. The exposition business is no place for amateurs, nor can the tobacco industry afford to put its good will in such hands.

Let every member of the industry join in an effort to make the Tobacco Show a success. Let it have a thorough test under the most favorable circumstances. The results will speak for themselves!

If the results are favorable, let work be started immediately upon a greater and bigger Tobacco Show for 1924.

THIEVES PICK ON THE UNITED

Another United store was the victim of a hold-up last week when Stephen Staib, clerk in the United store at Tenth and Arch Streets, was held up and robbed of $75. This is the tenth United store to be robbed in about six months.

The bandit knocked the clerk to the floor in back of the counter and then stood over him with a drawn revolver while he rifled the cash register. Several customers came in the store during this process, but the bandit told them he was taking inventory and could not wait on them and they left without any hesitation.

Finally a newsboy came in to get some change, but he was told to "Go and sell his papers." When the bandit came out of the store the newsboy followed him to the Reading Terminal where he entered a taxi and soon disappeared.

BAYUK BROTHERS' STEADY RUSH CONTINUES

Joe Carlisle, one of the Bayuk "boosters" on the road, while visiting the trade in Easton, Pa., fell and suffered internal injuries. He was laid up for some time, but is reported somewhat improved.

We are informed at the office of Bayuk Brothers the unprecedented rush of business that started six months ago continues without the slightest sign of letting up.

An advocate and exponent of the Rooseveltian "big family idea" is remarkably and strikingly exemplified in the achievement of Harry D. Soyster, a time-honored and successful salesman of the Bayuk Big-Five line in Western Pennsylvania.

The evidence of Harry Soyster's Roosevelt advocacy was seen to advantage recently in a comprehensive photograph of himself, a stalwart Adonis, and his attractive consort together with his magnificent family of ten: seven Adonises and three lovely maidens, all bearing a marked resemblance to their parents. Were "Teddy" to behold the Soyster family he surely would exclaim, "Bully! Dee-lighted!"

YAHN & McDONELL SEES A PROSPEROUS YEAR AHEAD

Manager Jones, when speaking of their remarkable record for business during 1922, was very emphatic in his expression of confidence in even a bigger record for the present year.

They are not contemplating the addition of any new brands of cigars, feeling that if full justice is done the lines they are now carrying, a highly satisfactory achievement will result. O. R. Kaiser, of the Cortez Cigar Company, arrived in town January 24, expecting to remain several weeks.

ANTONIO ROIG & LANGSDORF STRIKE SETTLED

S. Dietz informs us the strike in their Philadelphia factory, of cigar makers, which has been in effect for eight weeks, was settled January 22, and now all hands are back, contented and working like bees.

All the Roig factories are extremely busy on all sizes of "Girards."

Langsdorf is in New York and E. L. Weil has just returned from a trip through his territory.

W. A. Yokum is at present covering Omaha and Joseph H. Bradley is holding down North Carolina, Maryland, Virginia and Kentucky.

It may be of little more than passing interest to readers of THE TOBACCO WORLD to learn that S. H. Hamburger for thirty-five years with Roig & Langsdorf, and dean of their sales force, has been pensioned and is now with Mrs. Hamburger in California, enjoying a well-earned rest.

DUSEL, GOODLOE AND COMPANY GET "PANCHO ARANGO"

Dusel, Goodloe and Company, one of the live-wire jobbing houses of this section, have recently added the famous "Pancho Arango" brand. This cigar is known throughout the country and has a well-established trade in this territory. It is a clear Havana product and is produced in a bonded factory in Tampa, Fla.

W. H. ("Doc") Kirschner, for several years a representative of the "Rameses II" cigarette, has joined the forces of Dusel, Goodloe and Company, as a special salesman. He will devote his efforts exclusively to the "Pancho Arango" and "Virginia Lee" brands.

CONGRESS CIGAR FACTORIES OVERTAXED

Willis Andrus, sales manager, makes the statement that he would have no trouble whatsoever in booking orders for two and one-half million "La Palinas" right now were their factories not so overtaxed with orders placed since Christmas. The future looks more than rosy, said Willis.

Frank E. Rosendorf, formerly of The Tobacco Products Company, is now connected with the Congress Cigar Company and has been assigned to the New England States as representative. Joseph T. Snyder, manager of an extensive chain of stores throughout Western New York and distributor for "La Palinas," was a visitor last week on his way to Cuba. Jacob Paley and wife have left for a sojourn at Palm Beach, Fla.

The new Congress cigar factory at Third and Spruce, is rapidly nearing completion.

ALLEN R. CRESSMAN OPENS NEW ACCOUNT

J. E. Lynch reports business on all Cressman brands extraordinarily good—in fact, rushed. It is also announced they have made connection and opened a flattering account with Daniel Laughran Company, of Washington, D. C., formerly the Central Cigar Company.

EL PREDOMINO SUFFERS JANUARY LULL

N. Cohn reports only one new account effected in January namely: W. J. McGranaghan, of Carbondale, Pa. Like many manufacturers in town, the home of "Della Casa" cigars is suffering the usual January lull.

WM. H. BAILEY & SON ACQUIRES NEW BRAND

"Bill" has received a new shipment of "Vamps," which is moving rapidly. Three hundred thousand germinals arrived last week. The brand known as "Radnor" and for a long time manufactured by A. Ulrichs Company, of Philadelphia, has been acquired by William H. Bailey and Son. This cigar is sure to meet with success in "Bill's" experienced hands. It has already "caught-on" strong with his trade.

GUMPERT BROTHERS MOVING TO TAMPA, FLA.

After some months of careful consideration and a survey of the advantages gained by the move, Al. Gumpert, of Gumpert Brothers, 227 Church Street, announces the fact he will pull up stakes and move his factory to Tampa, Fla., in the spring.

It was also learned he had entered into a contract to dispose of his entire stock of cigars on hand to Sam Welsh, of the Scarlett store.

CORAZA COMPANY OPENS MORE ACCOUNTS

Howard F. Pent, president of The Coraza Cigar Company, Seventh and Cherry Streets, is happy over the way his "Marshall Field" cigar is commanding attention. Yes, it's a source of pleasure and very encouraging to see how the "Field" cigar is "going over," said Pent. The Richardson Drug Company, of Omaha, Neb., and Thompson Brothers and Price, of Memphis, Tenn., with their chain of fifty retail stores have been added to the already large list of high class houses handling "Marshall Field" cigars.

POST CIGAR COMPANY CHANGES ITS TITLE

The Metropolitan Cigar Company of Philadelphia has succeeded to the manufacturing business formerly conducted by the Post Cigar Company, and Jerome Levi formerly of the Eiseman Cigar Company, is the manager of the new company whose wide experience and popularity surely spells success in his new venture.

In addition to the already well-known "Post" cigar, the Metropolitan Cigar Company has launched a new brand "La Situation," a Class C, high grade, Java wrap, Havana-filled cigar.

JUAN F. PORTUONDA CONDITIONS IMPROVING

A marked change is observed at the Portuonda office and factory since Manager Harris has taken hold. To any one familiar with conditions that prevailed there prior to his coming, the improvement is notably apparent. "Portuonda" cigars are perceptibly better, too.

B. H. Stiefel, a well-seasoned and efficient cigar salesman, has been added to the sales force and is covering Western Pennsylvania, Southern Michigan and Indiana. Many new accounts have been opened in New York State.

SIG C. MAYER OPENS NEW FACTORY

Never so busy in years. We've had the biggest January business in years, said Sig, as he displayed his usual generous spirit, at the same time informing us he had opened a new factory in the Red Lion district.

Our next issue will contain an interesting reference to an important change contemplated by Sig C. Mayer.

"KING" ("KICICO") ENTIRE PRODUCTION IN PHILADELPHIA

A. N. Davis, manager of "Kicico," informs us he now has the entire upper floors of their Bank Street factory, Philadelphia, devoted to the entire production of "King" cigars.

One hundred hands (noses counted) are employed. The "King" Perfectos enjoy a wide popularity throughout the New England States and Manager Davis hopes and expects to double his production of last year, which was 50,000 cigars a day.

PHILADELPHIA LEAF MARKET

G. R. CONOVER & COMPANY NEW LEAF HOUSE

G. R. Conover, for twenty-one years with the well-known leaf tobacco house of Calves Company and familiarly known in the trade as "Conny," has "opened" for himself at 255 North Third Street Philadelphia, and will conduct business under title of G. R. Conover and Company as importers. THE TOBACCO WORLD extends "Conny" its best wishes for a long and prosperous career.

SAM YUDELSON HANGS OUT OWN "SHINGLE"

The leaf tobacco boys and cigar industry in and about Philadelphia have known Sam Yudelson through his connection in past years with the well-known leaf houses of S. Weinberg and Schloss Brothers on Third Street. Sam recently bought out the old Eckerson stand at 255 North Third Street, and his own "shingle" as dealer in leaf tobacco hangs over the door. Sam Yudelson is popular and well thought of in the trade, and judging from favorable comments on Sam's record and reputation for square dealing he should make a success and attract the patronage of manufacturers. Sam Yudelson and Company will specialize in Havana and Sumatra.

F. A. TOLHURST,
Philadelphia Representative.

LANCASTER COUNTY WAREHOUSES BUSY

The leaf growers in Lancaster County who have made deliveries to the packers so far, are well satisfied with the yield for the past season, and in many cases they claim the yield per acre is greater than for the previous season.

All the warehouses where tobacco has been received are very busy, and many men are being given employment at good wages.

No cases of disagreement between buyer and seller have been noted. Prices range from 18 to 21 cents.

TAMPA

January Lull Gradually Disappearing—Progress Being Made in the Manner of Teaching New Hands

Tampa, Fla., January 25, 1923.

A SLIGHT indisposition has deprived your correspondent of the pleasure of writing his letter for the last number of THE TOBACCO WORLD, for which he feels obliged to apologize to its readers.

The usual dearth of activities in the cigar factories during January, is gradually disappearing and new life infused with the addition of hands to the working forces. The resumption of work is not as brisk as was anticipated, and an air of expectation seems to prevail, owing to the uncertainty as to the conciliation of complexed problems created by the steady rise in the cost of material, and the pretension of lower prices for the finished product. It is to be hoped that these discordances will adjust themselves in due course, and the cigar industry will resume the brisk gait at which it moved during the last fall season.

In addition to the problem of tobacco supply, there is another problem to be reckoned with, and that is the skilled labor supply. In spite of the help from mechanical devices employed to produce cheap goods, the steadily increasing demand for fine cigars from Tampa, makes it imperative to create that kind of labor in sufficient quantity to meet the wants of the trade, and to cover the gaps due to natural causes. The manufacturers here made a forward step in that direction when they arranged a system of teaching cigar making in the factories, which is a decided improvement on the old desultory way of teaching; but this will not suffice and the implantation of an industrial school supported by the manufacturers as formerly proposed, remains as indispensable as when originally conceived; for no machine could, ever be devised to supplant the human mind and hand, in the manufacturing of the finer sizes and shapes of cigars.

The office of the CIGAR MANUFACTURERS' ASSOCIATION has been moved from the Lucas Building, to Rooms 8 and 9 of the First National Bank Building, where sufficient floor space is provided for the secretary's office and directors' room. The offices are elegantly furnished, and members of the cigar trade visiting Tampa, are invited to enjoy therein the hospitality of the association.

At the general meeting held on the third of the present month, the following gentlemen were elected to compose the board of directors for the ensuing term: Laureano Torres, president; Mariano Alvarez, vice-president; A. L. Cuesta, Jr., treasurer; A. Ramirez, secretary, Enrique Pendas, Celestino Vega, J. A. Jones, Jorge Leon, Jose Perez and Jose Arango, directors; with the exception of the vice-president, all the other members of the board were re-elected.

A visit to the Sanchez & Haya factory revealed to the writer the favorable change made since Mr. James J. French has taken charge of the general direction of that concern. The mutual co-operation of Messrs. French, as general manager; Ambrosio Torre, secretary and treasurer; Manuel Alvarez, factory manager; and D. H. Moulsdale, sales manager, form an ideal combination to continue the traditions of old factory No. 1, and the trade will soon be convinced that the new arrangement has been made looking to that end.

The writer has had the pleasure to meet the veteran cigar manufacturer L. Golovine, one of the recent acquisitions of the Tampa industry. Mr. Golovine was established for twenty-two years in New York; but his ambition for producing the best cigars that can be had, compelled him to move to Tampa permanently; and with his characteristic determination, has purchased the three-story brick building at the corner of Howard and San Luis, in West Tampa, formerly occupied by the Morgan Cigar Company. This building, one of the best equipped in that section, can accommodate two hundred cigar makers to turn out the "Mi Subrino" and "Zembra" brands of clear Havana cigars, as well as the "Agenta" brand of blended tobaccos.

Mr. Golovine will welcome the members of the trade to visit his factory while in Tampa and make themselves at home.

A new concern just located in the three-story building at Seventeenth Street and Sixth Avenue, is La Integridad Cigar Company, of which Benito Perez, an old expert cigar manufacturer is the vice-president and manager. This concern will manufacture clear Havanas of the highest quality, and will employ a force of 150 or 200 hands.

Eduardo Gonzalez and Company is one of those forging ahead to the front rank of progressive manufacturers; they have closed a deal with Ryan & Raphael of Chicago, to manufacture for them the "Jonathan" cigar, which will appear on the market again as a Havana shade grown combination.

Hi Hammer, representative of Corral-Wodiska y Ca. has returned from a long vacation in Europe, and is at the factory perfecting plans with Mr. Corral and the office staff for the activities of this year, which necessitates the combined thoughts of all of them, to regulate the uninterrupted supply of goods to their large trade.

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NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

Washington, D. C.

TOBACCO manufacturers and dealers will benefit materially if Congress adopts legislation which has been reported by the House Committee on Post Office and Post Roads, extending to senders of advertising matter the privilege of paying the postage on replies thereto upon receipt. This change in the postal regulations was recommended by the Postmaster General in his annual report to the President in December, and a bill has just been reported.

For several years there has been agitation to secure legislation of this nature on the part of merchants all over the country. It has been proved that advertisements containing return postage secure much better results than when such return postage is not enclosed, but it is pointed out that great losses occur to the advertiser when such return postage is not used. Under the terms of the bill just reported senders of advertising matter who desire to pay postage on replies may do so by depositing with the postal authorities a sum sufficient to secure the payment of such postage, subject to regulations prescribed by the Postmaster General. The bill also contains provisions for extending to third class matter the insurance and C. O. D. services now given to parcel post.

The consumption of cigars in Belgium today is less than one-half that of pre-war years, according to a report on the tobacco industry in that country, submitted to the Tobacco Division of the Department of Commerce by the American vice consul at Antwerp, but the consumption of cigarettes has increased from two to three times.

A large percentage of leaf tobacco imports come from the United States, the report shows, after which the Netherlands ranks second and Brazil third. Antwerp is the leading market in Belgium, and practically all tobacco destined to Belgian manufacturers and importers enters through that port as well as large entrepot shipments for other countries. The stocks of American tobacco are being depleted, especially those of good qualities, it is stated. Practically all types of American tobaccos are imported, but the greatest demand is for Kentucky Burley and Dark Kentucky; considerable Bright Virginia is imported in the lower grades, but the better grades are too expensive for the trade.

A bill authorizing the President to pay just and meritorious claims for losses and damage to freight in transportation during the period of Federal control, even though they shall have been brought more than two years after the passage of the Transportation Act of 1920, has been introduced in Congress by Senator Calder, of New York.

The Transportation Act of 1920, provides that actions at law, suits in equity and proceedings in admiralty may, after the termination of Federal control, be brought against any agent designated by the President for such purpose, but states further that these suits shall be brought not later than two years from the date of the passage of the act. The Calder resolution would waive this limitation and allow all such claims against the Government to be considered even though no action was taken within the two year period prescribed.

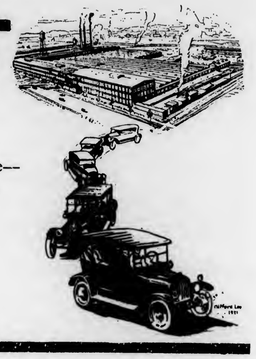
Legislation to curtail litigation in commercial contracts between American citizens in different States and between American citizens and foreigners is sought in a bill which has been introduced in Congress by Representative Odgen Mills, of New York. It provides that a written provision in any contract or other transaction to settle by arbitration a controversy thereafter arising between the parties out of such contract or transaction, or the refusal to perform the whole or any part thereof, or an agreement in writing to submit to arbitration an existing controversy arising out of such contract, transaction, or refusal, shall be valid, enforceable and irrevocable, save upon such grounds as exist at law or in equity or the revocation of any contract.

Should suit or proceedings be brought in any United States court upon a matter referable to arbitration, trial of the action could be stayed until such arbitration had taken place, after which the court would confirm, modify or correct the award of the arbitrators. The court is also given authority to give judgment based on the decision of the arbitrators.

No effort to secure action on the measure will be made at this session, but Mr. Mills declared that he will seek speedy consideration of the bill by the House Judiciary Committee, to which it has been referred, when Congress again convenes, probably next December.

(*Continued on Page 16*)

DETROIT



Three New Hotels for Detroit Show Business Confidence—Worth Cigar Co. Elects Geo. Stone and Stamm to Membership in Firm—A. B. S. Elects Officers for Ensuing Year—Colonel Moulsdale, of Sanchez & Haya, Visits Detroit but Finds It too Cold for Comfort.

Detroit, Mich, January 25, 1923.

ANNOUNCEMENTS of ambitious hotel projects, which are about to be started here, tell a story of business confidence in the future of Detroit that cannot fail to gratify every resident. The new hotels (3) will be the finest outside of New York, and among the largest in the country. Visitors from other cities and other lands almost invariably comment on the thrill of industrial achievement which they feel here. The industrial revival which was merely stirring a year ago has become a tremendous force.

The Detroit of two million population, theme of after-dinner speakers and optimistic dreamers a short while ago, is regarded as a certainty of the near future. Detroit is known as a city where people work hard and play hard, where office routine starts at 8 A. M. instead of 9.30, but where there is a popular passion for clean sports of all sorts, where factories run twenty-four hours a day, but where the appreciation of good music is an almost universal enjoyment, where nature has provided an ideal seating for commerce by land and water as well as for health-giving recreation.

Detroit's cigar and tobacco dealers are now confident as to how good, or how bad, the business of 1922 panned out, each and everyone reported the biggest and best holiday business ever. January's business exceeded their expectations. The prospects for 1923 has been predicted that, "every day, in every way," the cigar business will grow, "better and better."

All of Detroit's cigar manufacturers report a banner year for 1922 and have started the New Year off with the determination of making 1923 a tremendous production year, of quality cigars, for which Detroit is noted, practically every factory is working to full capacity.

At the first annual meeting of the directors of the Worth Cigar Company, George Howard Stone and Harry P. Stamm, were elected to the board of directors and as members of the firm. President Wadsworth, recognizing the ability of these two salesmen, prompted him in selecting them to the directorate of the company. The Worth Cigar Company, jobbers of "Las Vegas," "Optimo," "Charles The Great," "Green Seal" and numerous other brands, have been in business just a year and have already made the name of the Worth Cigar Company, an asset in the city of Detroit.

Frank J. Horning (Consolidated Cigar Corporation), demonstrator of "44" and "Harvester" quality cigars, has arrived in our midst for an extended sojourn and will conduct an extensive sales campaign on the two above-mentioned brands. Claude E. Howell, is the local distributor of "44" and "Harvester" cigars.

William McDonald, of F. Garcia & Brother, Tampa, Fla., called on the trade here last week and reported very satisfactory business.

The Swift Cigar Company, held their annual banquet on Saturday, January 13th, and as usual the festivities were presided over by his royal highness, Joe Muir, who as a host is unsurpassed. The wholesale and retail dealers of prominence were present, as well as the local city salesmen of various houses, who pronounced it an ideal party.

J. F. Etts, of the P. & H. Cigar Company, Inc., Red Lion, Pa., "O'San" cigars, was a visitor to our city last week.

J. L. Marcero and Company, are conducting a campaign on "Joan of Arc" cigars (San Telmo Cigar Manufacturing Company), which retails at eight cents, two-for-fifteen. The retailers are giving this brand a very prominent display on their cases, and with the quality merchants of "Joan of Arc," it ought to prove a leader in its class.

At the annual meeting of the board of directors of the American Box Supply Company, the following officers were elected for the ensuing year: John B. Thatcher, president; Arthur G. Weidmann, vice-president; John A. Campbell, treasurer; and George E. Dunlop, secretary. John B. Thatcher succeeds himself as president, having served the past year with distinction and success, during his term of office the business of the company has tripled the preceding twelve months. The business of the A. B. S. Company, has grown to such an extent, that it has been necessary for their two main supply companies to enlarge their plants. The Heekin Can Company are already making extensive alterations to enlarge their plant to take care of their fast growing business. The Calvert Lithographing Company are building an addition to their present plant at a cost of $200,000 and are installing new equipment in every department. They hope to have the new addition and equipment installed and operating by April 1st at the latest, which will enable them to supply the trade with the utmost rapidity.

Col. D. H. Moulsdale, sales manager of Sanchez & Haya Company, Tampa, Fla., called on the trade here last week and was well pleased with the results of his brands in this territory. The Colonel arrived in our city just as the thermometer registered zero. He being a son of the Sunny South our climate conditions did not meet with his approval, so he lingered only a short while, before saying Au Revoir, and was last seen purchasing a ticket for Tampa via. Richmond, his southern home.

Fred Fell, assistant buyer of the cigar department of E. C. Kinsel Drug Company is back on the job again, after being to his home with illness for several weeks.

Victor Thorsch, of the Consolidated Cigar Corporation, called on his company's distributors here last week. The Consolidated will put on an extensive advertising campaign here on "Dutch Masters," "Henry George," "Harvester" and "44" cigars, during this year.

The Alberta Cigar Company manufacturers of "Green Seal" cigars are conducting a ninety-day drive and special advertising campaign on this famous brand, through the Worth Cigar Company, who are the local distributors. President McRena and sales-manager, Tom Thurlby, of the Alberta Cigar Company, are taking an active interest in this campaign and are working with the local salesmen to perfect their already wonderful distribution. "Green Seal" cigars, are Sumatra wrapped and Havana filler, retailing at ten cents, two-for-twenty-five cents and fifteen cents straight. In every section where "Green Seal" cigars have been placed they have proven a ready seller and rapid repeater.

Jerry Eppstein (Frank P. Lewis Cigar Company), "Emerson" cigars is in our midst again and is making the rounds with the sales force of Howes-Shoemaker Company, local distributors of "Emerson" cigars.

G. D. Nussabaum, of Berriman Brothers, Tampa, Fla., called on the trade here last week and signed THE TOBACCO WORLD register at Bert Johnson's.

George Meigs, of "La Democracia" fame (A. Amo and Company), has returned from a visit to the factory at Tampa, where he attended the annual pow-wow.

Eddie Halsel, who has been working the north side of the city for Bayuk Bros. has resigned to accept a position with the Bernard Schwartz Cigar Corporation, manufacturers of "R. G. Dun" cigars. Martin Whalen, who has been covering another section of the city on the Bayuk line, will take over the territory formerly worked by Eddie.

Detroit will be well represented at the Tobacco Industries Exposition in the Grand Central Palace, New York City. Many of our leading manufacturers, jobbers and retailers will attend, as well as, our Supply Houses, Lithographing Companies and Box Manufacturers, who will have exhibits of their products. THE TOBACCO WORLD has reserved space No. 142 for the convenience of the members of the industry, who are attending the show, so stop there and get a copy of your favorite trade paper, THE TOBACCO WORLD.

Ray Emerson, who was formerly connected with the San Telmo Cigar Manufacturing Company, has accepted a position with J. L. Marcero and Company, and will work part of the east side territory.

John A. Campbell, treasurer of the American Box Supply Company, has returned from a trip through Canada, taking in the principal cities of London, Hamilton and Toronto to which places he made a special trip to call on their select trade, in that country.

Jack Planco, of Ruy Suarez and Company, manufacturers of "Planco" Havana cigars, accompanied by Ralph Ramon, called on the trade here last week. "Planco" cigars, have a wide distribution here and enjoy a very large sale throughout our city.

We regret to learn of the serious illness of Charles Fee, of M. F. Minden and Company, who is confined to his home here in a critical condition. From last reports Mr. Fee was slightly improved.

J. L. Marcero and Company, Harry T. Bump, general manager, have added two additional salesmen to their already ace-high organization. The city has been divided into smaller territories, so as to enable their salesmen to cover the city thoroughly to increase distribution on their many brands.

John B. Hoffman, of Selah & Hoffman, Wilmington, Del., called on the trade here last week.

"Wm. Penn" cigars (General Cigar Company), are occupying the place of honor this month on the Detroit billboards. "An old time cigar at an old-fashioned price, five cents," a genuine quality cigar.

H. Bland, of Vetterlein Brothers, Philadelphia, Pa., was a recent visitor to the city of Detroit and signed THE TOBACCO WORLD register at Bert Johnson's.

Day by day and year by year, THE TOBACCO WORLD grows better and better, so advertise in, and read THE TOBACCO WORLD.

Yours truly,

Mike of Detroit

MORE SLOGANS

Paul I. Eckert, of the Norristown Cigar Box Company, Norristown, Pa., has sent in the following suggestions for slogans in competition for the prizes offered by the T. M. A.

"Think It Out With Tobacco."

"The Great Pacifier—Tobacco."

"The Only Safe Bet Since the Eighteenth Amendment—Tobacco."

"Everybody's Friend—Tobacco."

"The Thinker's Tonic—Tobacco."

MILLER, DUBRUL & PETERS HAVE VERY MODERN FACTORY

A very interesting event to the industry is the acquisition by The Miller, DuBrul & Peters Manufacturing Company, of their new plant at Huston and Mentor Avenues, Norwood, the most enterprising of several manufacturing colonies of Cincinnati. It is but a fifteen minute ride from Fountain Square, the heart of the city.

The Miller, DuBrul & Peters Manufacturing Company was founded in 1870 by Napoleon DuBrul, the father of the two brothers who are now the present owners. C. J. DuBrul is the president and treasurer, and T. A. DuBrul is vice-president and secretary of the company.

Since its incorporation, the growth of the company, while not phenomenal, has been constant, being capitalized at $300,000. The necessity for a new and larger plant is due to the increased demand, not only in the United States, but throughout the world, for the cigar, cigarette and tobacco machinery produced by this company. This machinery is shipped to practically all

(*Continued on Page 16*)

EXCUSE me for being blunt, but there is something wrong with your business, Friend Dealer. It isn't me who makes the assertion, but a business expert, employed as an instructor in one of our leading universities.

He says there is something wrong in every business, and it is the duty of the proprietor of that business to discover what it is—there may be several things—and correct it. This duty, he says, is imperative. The demand is stern and relentless. For others are busy improving their business, and any one who does not do so is in danger of being passed in this fierce and rapid business race.

And now shall you find what is wrong?

I will make what you may consider a strange suggestion, that is—hunt carefully through the pages of your trade journals. There you will find hints, suggestions, advice, gleaned from the words and writings of successful and brainy businessmen.

In a column article, or a page, there may be one idea, conveyed in one sentence, which if adopted in your business would double its bulk and profit. Throughout its pages are many little three-line suggestions, which if read carefully and followed, would correct great faults in your business and bring it up to the times.

Hunt for these faults, whether they be the faults of carelessness, or want of progress. Progressive dealers are doing this. They are finding the faults of omission and of commission. They are casting them out. And they are the ones whose business is growing.

Here you are knocking, chewing the rag, letting out a holler.

'Cos why?

'Cos you say fate didn't hand you a square deal. That it put you in a dinky little cigar store, instead of a big arm chair as manager of a big establishment.

Go long man! You're doping yourself. If you want to get there study up, and you can land. Big uns must have trained stuff in their heads. Thus a certain trade paper wants a manager, and here's what he must size up to. It says:

He must have large ability, and conspicuous merchandising sense, a thorough understanding of merchandising processes, a subtle sense to develop sales possibilities. He must have imagination, be resourceful, have large enthusiasm and tireless energy, and have highly developed ability along general lines.

Does that describe you? Could you deliver these goods? If not, and you want to get near the top, put your energy in study, rather than in grouching.

Here it is again! What? Why, the Jimmy Pipe. I just came from the library with a novel in my hand which had been highly recommended that contained not only a good story, but wonderful delineations of human nature under the stress of various emotions.

It contained an introduction composed by a famous writer, with his photograph sitting by his typewriter. He wasn't thumping his typewriter, however, but was fumbling over something on the table. A closer inspection showed he had a Jimmy Pipe and a tobacco pouch, and he was engaged in filling his pipe.

"They all do it," said I aloud to myself, as I gathered the import of the photograph. Do what? Why, they smoke their Jimmy Pipes in the seclusion of their private offices, or when at ease, and they smoke cigars upon the street or when in company.

Pretty soon it will be unanimous, and the man who don't smoke his Jimmy Pipe for comfort, for peace and complacency, for the inspiration of ideas, will be a curiosity.

And now a doctor in England is recommending women to smoke the pipe.

"What next"? as Edison said when they showed him some of the wonderful recent inventions.

Did you see that report of a statistician, who has made a study of selling-helps, furnished by manufacturers in different lines of trade to their retail distributors?

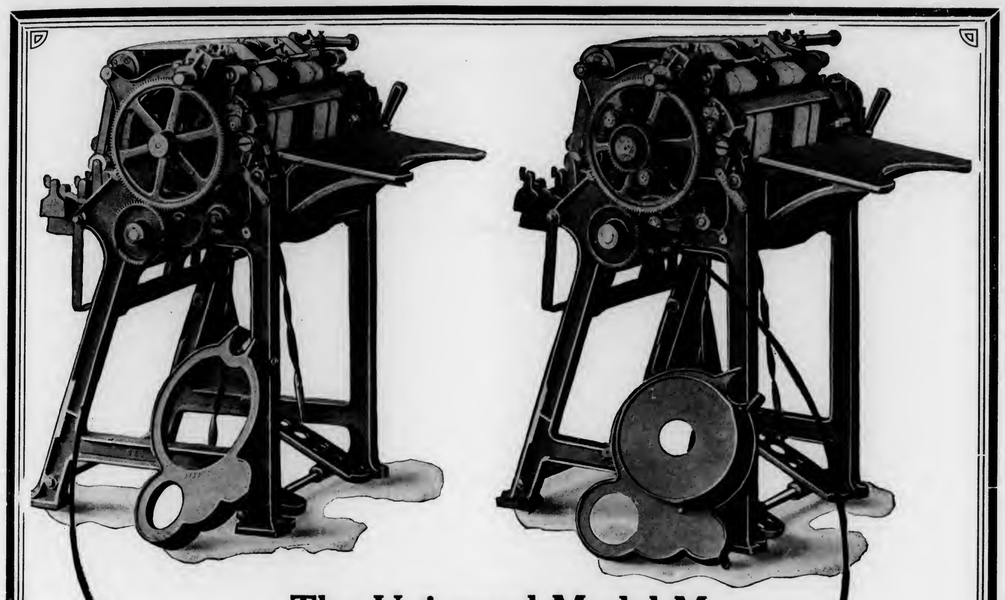
I was particularly addressing the advertising men of manufacturers.

He says the custom is growing very rapidly for manufacturers to furnish selling helps, that are "real helps" to retailers, and that retailers are appreciating these real helps more than ever, and are more carefully displaying and distributing them.

It is the opinion of many advertising men that one of the most effective methods of advertising is by working through the retailers, and this method is constantly expanding.

The trouble has been—and still is—that many manufacturers furnish material which is not adapted to be helpful to the retailers, and hence they neglect to distribute or display it. But they are improving in this respect. They are improving very much. Thus a careful inquiry among a large number of cigar dealers indicated that about forty per cent. of them were fully satisfied with the selling-helps they received and were glad to distribute them, feeling they were helpful.

(*Continued on Page 24*)



The Universal Model M

1922 PLANETARY GEAR DRIVEN TYPE

THE 1922 Planetary Gear Driven Type Model M Universal Tobacco Stripping and Booking Machine enjoys many improvements and advantages over the "Old Belt Driven Type" machine.

All Model M Universal 1922 *Planetary Gear Driven Type* Tobacco Stripping and Booking Machines are also equipped with a Double End Stop Lever. The 1922 Planetary Gear Driven Type Model M offers the following advantages:

1 Books fluffy, the stripped stock in right and left pads.
2 Does not "tear in" on the veins.
3 Stock does not pack or slip on the booking drum.
4 Overcomes the wrapping of stock around the brush.
5 Maintains uniform speed of machine and production.
6 Prevents entirely all "stalling and slipping" of the booking drum.
7 Eliminates the necessity of taping drums and drive rolls.
8 On small stock it is possible to book four pads (instead of two) on the booking drum.
9 Reduces to a minimum the cost of upkeep.
10 By eliminating all belt strain and tension greatly lengthens the life of the machine.

We Rebuild Old Model M's

into our New 1922 Planetary Gear Driven, Double End Stop Lever Type Machines, on a two weeks' working schedule at $250.00 each. We guarantee rebuilt machines as to workmanship and materials for the period of one year, just the same as we do new machines.

Today's Prices are:

The Model M Machine and Folding Chair $475.00
Individual Motor Drive Equipment, including ¼ H.P. Motor . 95.00

F. O. B. FACTORY, NEWARK, N. J., U. S. A.

Universal Tobacco Machine Company

116 West 32nd Street, New York, U. S. A. Factory: Newark, N. J., U. S. A.

News from Congress

(*Continued from Page 11*)

Despite talk of the competition of German manufactured tobacco in foreign markets, export orders are decreasing, according to a report just received at the Department of Commerce from the American consul at Frankfort-on-Main. As to the domestic trade, it is stated, prices for cigars and cigarettes have risen to an extent that only the richer classes of Germans can afford to buy them. As a consequence, manufacturers are restricting output by introducing short time work.

Estimates made at the end of last October indicated that some 8.3 per cent. of workers in the trade were unemployed and that 61 per cent. were on short time. This has led to a protest on the part of labor union men against the further employment of apprentices, on the ground that the system of apprentices lessens work for older workmen. It is contended by the unions that in several instances apprentices were taken on at factories simultaneously with announcement of short time work by the factories concerned.

According to the federal law, unemployed tobacco workers, as well as those on short time, whose condition results from the application of the Revenue Stamp Tax Law of April 1, 1920, or of the increased gold tariff settlement, and who had been employed for a period of 300 days or more previous to that date, have a right to a state dole. It is stated that in spite of adverse trade conditions, few have availed themselves of the provisions of the law.

The wages of tobacco workers were twelve times higher at the end of November than in May and June of last year. During November, the workers' unions demanded an extra week's wage to compensate for the rise in the cost of living during the month, but this demand was refused by the employees, who held the unions to their contracts for the month.

Leaf tobacco exports in 1922, fell considerably below those of the preceding year, according to figures which have just been compiled by the Tobacco Division of the Department of Commerce. Total leaf exports for the year amounted to 431,907,578 pounds, valued at $145,984,896, a decline of 83,445,489 pounds from the 1921 total and bringing the year's shipments to a lower point than for any year since 1918.

The decrease, officials of the division point out, is further accentuated by the fact that the average value per pound of our exports shows a proportionate decrease. However, it is encouraging to note that, even though there is a pronounced decrease for 1921 exportations, the total is approximately 17,000,000 pounds above 1913.

The exports of stems and scrap were 10,960,906 pounds, an increase of approximately 3,500,000 pounds over 1921. The shipments of cigarettes totaled 11,470,179,000, an increase of approximately 3,000,000,000, and there was also a slight increase in the exports of cigars and cheroots. Shipments of plug tobacco totaled 3,797,038 pounds as compared with 2,586,781 pounds in 1921, but the export of smoking tobacco fell from 7,656,700 to 1,285,765 pounds.

MILLER, DuBRUL & PETERS FACTORY

(*Continued from Page 13*)

countries, such as Regie Countries of Sweden, France, Spain, Italy and Japan, and also to Norway, Denmark, Holland, Belgium, England, Ireland, Portugal, Germany, Greece, Algeria, India, China, Australia, New Zealand, and all the countries of South and Central America, and the many island possessions throughout the world.

The company maintains a branch office, distributing and service station in Havana.

The plant is built on the colony plan, comprising eight large units. The buildings are of brick, and wonderfully lighted by a vast amount of window space, the colony covering three acres of ground, and is served by four railroad switches from two different lines.

Unit No. 1 will be equipped with special drying, seasoning and tempering apparatus, in which the very highest grade of lumber which is used in the production of cigar molds, will receive the first of many treatments, after coming from the large storage yards adjoining the plant, where it is seasoned in nature's way for several years.

Unit No. 2 is a large dimension mill, and will be equipped to handle the material with the latest improved machinery and labor-saving devices.

Unit No. 3 contains the cabinet, pattern and woodworking shops, in which it takes about one hundred operations and many especially designed machines, to make the "Durex" cigar molds, which have always been the best and leading cigar molds used, from the Canadian Northwest to Algeria, and from Sweden to Australia.

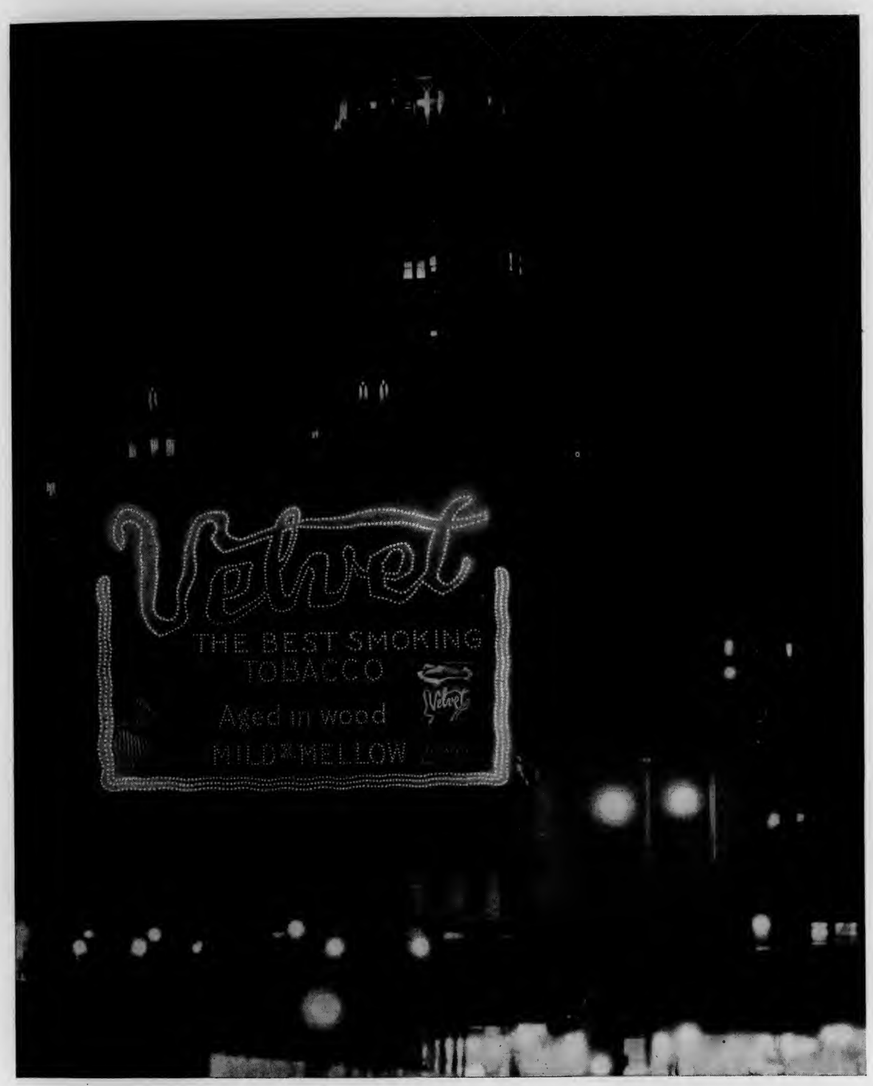
Unit No. 4 will accommodate the administrative offices, the accounting department, the sales and publicity departments, the cost, planning and engineering departments. In the top floor of this building one might well imagine that they were in the roof gardens of a modern hotel, for here will be the employes' restaurant, which will be the last word in industrial restaurants. It will contain all the necessary equipment to serve the entire force with the best of foods at cost.

Unit No. 5 is a garage, capable of accommodating the employes' machines, of which there is a large number, as the majority of the employes are highly skilled and well-paid mechanics, many of whom prefer to drive to their work.

In Unit No. 6 the central generating and heating station is a work that is much admired by expert engineers. With its large boilers, its double expansion and Corliss engines, generators and air compressors, as well as the many modern auxiliaries, such as pumps, storage bins, stokers, ash-handling devices, etc., it will provide ample power, light and heat for the entire colony.

Unit No. 7 is beautifully adapted to the needs of the machine department, for which are provided large, airy, well-lighted machine and assembling shops, convenient parts and raw material stock rooms, repair shop, experimental shop, tool shop, etc. This department will be served by a gray iron foundry, located in Unit No. 8, wherein castings of the finest quality will be produced by machinery.

Napoleon DuBrul, the founder of this company, was the first person to invent and manufacture cigar molds in America. He was a genius in the production of new ideas in cigar, cigarette and tobacco machinery, as exemplified in the "Durex Line."



ONE of the greatest Electric Signs in the world (*58 feet by 82 feet*) flashing its message—*Velvet, Aged in wood* to over 250,000 persons every night. . .

Yes, Aged in wood—that's why more and more men enjoy Velvet Tobacco every day.

©1923 LIGGETT & MYERS TOBACCO CO.

Facing New York's most famous corner, 42nd Street and Fifth Avenue, this mammoth electric display flashes the story of Velvet—*aged in wood, mild and mellow.*

This beacon in the night blazes with the brilliance of 2408 giant electric bulbs, having a combined candle-power of 99,145 watts. The word Velvet alone is formed by 800 lamps of 75 watts each.

"BEST OF THE BEST"

OPTIMO CIGARS

Manufactured by **A. SANTAELLA & CO.**
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

SEE OUR EXHIBIT
of the
Round Can Cigar Packer
at the booth of the
FIDELITY CAN CO.
Ask to see it and have one sent to you on trial
PULTE-KORRECK MACHINE CO.
231-233 Ionia Ave., N. W. GRAND RAPIDS, MICH.

EXPERIENCE has taught thousands of cigar smokers that Bayuk Products are to be found in cigar cases where quality predominates.

BAYUK BROS., INC.
Originators of the
BAYUK INIMITABLE BLEND and
BAYUK INCOMPARABLE BRANDS
PHILADELPHIA
New York, 119 Lafayette Street Phone Franklin 3166

GANS GETS FLYING START WITH CONSOLIDATED

Mr. Joe Gans, who recently joined the Consolidated Cigar Corporation, assuming the management of their New York City business, has with characteristic energy surrounded himself with an unusually capable corps of salesmen, who are placing the cigars of the Consolidated Cigar Corporation throughout the Metropolitan District.

An extensive advertising campaign is to be launched shortly to support the work of the sales organization.

CORRECTION OF TITLES CLAIMED

In our last issue we publshed the claim of A. C. Henschel and Company, of Chicago, to the title, "La Velenda." This should have been "La Veldena."

THIRD NATIONAL CONVENTION OF TOBACCO MEN

The Tobacco Merchants' Association of America, Jesse A. Bloch, president, announces that the postponed convention of tobacco men to have been held in the New Willard Hotel, Washington, D. C. last May, will be held on May 16th and 17th, this year (1923).

It will be remembered that the postponement last year was due to a disastrous fire in the New Willard last year, just prior to the time of this convention and it was impossible to have the building repaired in time to accommodate the crowd that is expected to attend.

Mr. Bloch emphasizes the fact, that he desires this convention to embrace, and be truly representative, of all branches of the tobacco and allied industries—from the grower to the leaf dealer, and from the manufacturer to the man who stands behind the counter, including each and every element of the tobacco and allied trades, not only from the United States, but from Canada, Cuba, Porto Rico, and the Philippine Islands as well.

Surely this is a movement worthy of the wholehearted support and co-operation of each and every branch of the tobacco and allied industries.

Detailed information concerning arrangements for the banquet and convention will be announced in due course. In the meantime suggestions and advices are earnestly invited and will be highly appreciated by Mr. Bloch.

CONSOLIDATED TAKES OVER KINSPORT CHAIN

On Tuesday of last week, at the offices of the Consolidated Cigar Corporation, 119 West Fortieth Street, New York City, George S. Royer and Ira J. Keath, executors of the Estate of Horace R. Kinsport, closed the deal with Fred Hirshborn, president of the Consolidated, giving the Consolidated control of the entire chain of Kinsport factories in and around Ephrata, Pa.

The Consolidated will take possession February 1. Cigars have been made in these factories for the Consolidated Cigar Corporation for the past twenty-three years, on a royalty basis, and the total output has been over sixty-five million yearly.

The first plant of the chain was opened in Ephrata and this is today the largest. Following this one was opened in Terre Hill, then Hopeland, Rothsville, Schoeneck, Reinholds and Lititz, all of which were owned outright by Mr. Kinsport.

There are also leased factories at Denver, Hahnstown, Reamstown, Bowmansville and Adamstown, Pa., which will be taken over by the Consolidated. The total number of employes is 1460.

Members of the industry are cordially invited when in Philadelphia to make the offices of

The Tobacco World

their headquarters, and to make use of our services in any and all ways. For conferences a private office will be placed at their disposal, if desired. Remember the address, 236 Chestnut Street, Philadelphia, Pa.

Telephone, Lombard 1768

SAN FELICE
FOR GENTLEMEN OF GOOD TASTE

The Nation's Choice For a Quarter of a Century

Two For 15 Cents

The Deisel-Wemmer Co.
MAKERS
Lima :-: Ohio

MARSHALL FIELD
Java Wrapped

5 Popular Sizes
PIONEER ..... 10c L. CORONA 15c
FIELD ..... 2 for 25c MARSHALL 15c
STANDARD ..... 3 for 50c
HOWARD F. PENT, President
CORAZA CIGAR CO.
7th & Cherry Streets Philadelphia, Pa.

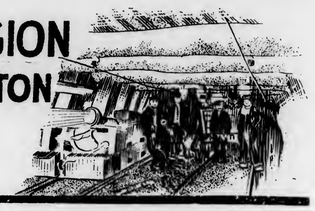
LIBERMAN WILL EXHIBIT
At The Tobacco Show
GRAND CENTRAL PALACE, NEW YORK - February 3rd to 10th, Inclusive
"LET'S MAKE IT UNANIMOUS"

THE LIBERMAN POWER SCRAP BUNCH MACHINE will be in actual operation in Booth No. 99, making perfect bunches of any shape and size desired out of any kind of scraps.
SUPERIOR TO HAND WORK
This Machine is leased from year to year at a rental that is less than its saving in binders alone.
IT COSTS YOU NOTHING

THE LIBERMAN NEW MODEL SUCTION TABLE will also be working there and demonstrations will be made showing how its Automatic Suction Device can be adjusted so as to compel PALM ROLLING by the operators.
ROLLERS PREFER TO WORK ON IT
Of two factories in same neighborhood making practically same cigars at same price, one equipped with our New Model Suction Tables has less difficulty in keeping working to full capacity because the operators would rather work on these tables than on earlier styles.

See Us At The Big Show
LIBERMAN MANUFACTURING COMPANY
N. W. Cor. 20th Street and Allegheny Avenue - - PHILADELPHIA, PA.

THE ANTHRACITE REGION
WILKES-BARRE SCRANTON HAZELTON



MANY large retail dealers, as well as jobbers and manufacturers of cigars and tobacco throughout Northeastern Pennsylvania, are anticipating a pleasant trip to the Tobacco and Allied Trades Exposition to be held in Grand Central Palace, New York City, February 3d to 10th, inclusive.

The Dusel, Goodloe Company, Philadelphia distributors of "Blackstone" cigars, Waitt & Bond, for Eastern Pennsylvania, are busy placing their new ten-cent size, which is meeting with a great deal of success. This cigar is an addition to this famous family of cigars and is a wonderful value at the price of ten cents each, which puts this particular size "Blackstone" in the even money and popular price class. The trade is receiving this size cordially, and with the prediction that it will be a success from the start.

Mr. Rosencrantz, of the Kleiner Cigar Company, New York, manufacturers of the "Marie Antoinette" was a recent visitor to the coal fields where his brand enjoys a number of friends.

Your correspondent learns that Mr. Abbott Booker, who for a number of years has been connected with the Otto Eisenlohr Company's "Henrietta" and "Cinco" cigars has resigned. Mr. Booker has many friends in the cigar and tobacco trade, who wish him lots of good luck. In the summer of 1922, the Eisenlohr Company cut up the Northeastern Pennsylvania territory. Mr. Booker retaining the western part and Mr. F. V. Williams was given charge of Luzerne County with headquarters in Wilkes-Barre. The Scranton Tobacco Company, Scranton, are distributors for "Cinco's" for Lackawanna County.

Mr. Frank O'Hara, local representative for Park & Telford, New York, "Mi Favorita" and "Telford" cigars as well as their imported cigars has a very good showing on these brands in the better shops, clubs and hotels and has been ably assisted by Mr. Thomas Carlin, a well-known cigar salesman in this territory. Mr. Carlin was formerly representative of Yocum Bros., Reading Pa. "Y-B" cigars.

The Dusel, Goodloe Co., have taken on for distribution the following famous brands manufactured by Wm. J. Seidenburg and Company, Tampa, Fla., "Virginia Lee" a shadegrown wrapped cigar made in four popular sizes and "Pancho Arango" a clear Havana cigar of exceptional merit. This cigar is made in a number of beautiful sizes and shapes from two-for-twenty-five cents up, made in bond. This cigar is very popular with the very best clubs and hotel trade and has been sold direct in many sections, however, this brand should enjoy much success in the hands of the new distributors, who cover a large territory, calling on all classes of cigar dealers many of whom have never been offered this cigar.

Your correspondent learns that while no specific date has been set, news from Richmond, Va., indicates that 50,000 checks constituting the second payment to members of the "Co-Operative Marketing Association" an organization formed for the marketing of leaf tobacco for the farmers in tobacco centers in Virginia, North and South Carolina, will go out to the farmers, who have delivered their tobacco and will be mailed from Richmond, Va., which city is the headquarters of the organization. It is said the official preferred not to set a definite date of distribution of these checks owing to the heavy detail work of making out same. The checks will be sent to various delivery centers in Virginia, North and South Carolina.

In the total they will represent $6,500,000, these checks are being signed by a mechanical device, ten checks being autographed at one time. Upon the arrival of the checks at the distribution centers the growers will be notified by public announcement at which time they will come with their warehouse receipts with which they will obtain their checks, which can be cashed in any of the local banks and stores, in the centers of distribution.

This, the second payment of the organization, will bring the total payment of the association to $19,000,000 to the growers of tobacco in the above-mentioned districts.

On a recent trip to Allentown, Easton, Bethlehem, Pa., sections, both retailers and jobbers report that they had a very excellent Christmas business; though there is a slight falling off for the first few weeks in January. All of the large industries, which are many in these towns, are working steadily, and the hundreds of various small industries are busy for this early in the year.

W. H. Coon Company, Scranton, Pa., distributors of "Robert Burns" and "White Owl" cigars, General Cigar Company, have a very big business in Luzerne and Lackawanna Counties, and can not supply the demand for "White Owl" owing to the over-sold condition of the factories making this brand.

Mr. A. Blank, representative of the Progressive Cigar Company, "Madame Buterfly" was a recent visitor to the coal fields in the interest of his brand, which is distributed by the Liberty Tobacco Company, Scranton. This firm is also the distributors of the "Girard," Antonio Roig & Langsdorf Company, Philadelphia.

Wilkes-Barre Cigar and Tobacco Company, Wilkes-Barre, distributors of "Topic" and "Bold" cigars, Bobrow Bros., Philadelphia, are now busy placing "La Tosella," their new ten-cent size.

Mr. M. A. Faley, Bethlehem, Pa., also distributor of the Bobrow Bros. products, is busy working on "La Tosella." This jobber covers Allentown, Easton and Bethlehem sections; in Lehigh and Northampton Counties.

"El Producto," G. H. P. Cigar Company, have a wonderful business on their cigar through their local distributors in the upper hard coal fields owing to the large demand for this cigar in the ten-cent size and the over-sold condition of the factory are unable to get enough to meet the demand.

The Consolidated Cigar Company, "Mozart" and "Adlon" distributed by Sperling Tobacco Company, Wilkes-Barre, Pa., are advertising the "Mozart" cigar quite extensively throughout their territory. This brand for a number of years has been a very popular cigar throughout the upper coal fields as it still is. Sperling Tobacco Company is also featuring a five-cent cigar "Henry George," which is a very popular cigar at this price.

The business outlook in the section comprising the hard coal fields is very promising for 1923.

BLACK DIAMOND.

WHAT NEXT

Berlin—Police found a man unconscious in the street. He explained he had given a stranger a light from his cigar. The stranger in some way inserted a drug into the citizen's cigar and robbed him when the narcotic took effect.

I. C. C. ORDERS RAILROADS TO ISSUE MILEAGE BOOKS AT 20 PER CENT. REDUCTION

A victory for the Traveling Salesmen's Association was made certain today when the Interstate Commerce Commission ordered all of the larger railroads of the United States to place mileage books on sale at a 20 per cent. reduction on a regular rate per mile. These books are to contain 2500 miles of transportation and are to be placed on sale immediately.

The Traveling Salesmen's Association have fought persistently to obtain this ruling, and among the most active has been the Tobacco Salesmen's Association of America, and they are to be congratulated on the splendid results which have been obtained.

ALBERT FALK DIES

Albert Falk, president of the Falk Tobacco Company, died on Thursday morning, January 25, after an illness extending over practically two years. Mr. Falk contracted a cold early in the year 1921, while in Richmond, Va., and after being in a hospital in that city for a time was brought to his home in New York City, but he never fully recovered, although a short time ago prominent physicians removed his tonsils in the hope that this might be of much benefit to him.

Albert Falk was associated with his father in the tobacco business for a number of years and in the year 1905 the Falk Tobacco Company was incorporated, Albert becoming president of the company in 1913, after the death of his father. In 1918 the business was taken over by the Tobacco Products Corporation and the capital increased from $50,000 to $1,500,000. The Falk Tobacco Company did an enormous business in private brands and also were the originators of "Herbert Tareyton" cigarettes and "Serene" mixture, which have been very popular for a number of years.

Mr. Falk is survived by a brother, Arthur, and two sisters, Mrs. Olga Duschness, of New York City, and Mrs. Linda F. Ellis, of Troy, N. Y.

THESE FIRMS WILL EXHIBIT AT THE TOBACCO SHOW

	Space No.
Amer. Box Supply Co.	139-141
Amer. Air Purifier Corp.	75
John B. Adt. Co.	63
Boucher Cork & Mach. Co.	66
Harry Blum	106-107
Morris Blum	56
Bailey Bros.	42 to 53 and 97, 98 and 129
Bahnson Co.	6
The Bradford Co.	58
Baldwin, Lynn & Cook, Inc.	108
Bobrow Bros., Inc.	32
Convention Reporting Co.	Privileged Space
Cardwell Machine Co.	138
Cullman Bros.	130
Tobacco Guarantee Agcy.	39
Durlach Bros., Inc.	64
H. Duys & Co.	31
Adolph Frankau & Co., Inc.	33
Gold Sign Co., Inc.	9 and 10
Golden Rule Mfg. Co.	120
Gebhard Mfg. Co.	157
Hadon Products Corp.	103
Heywood, Strasser & Voigt	62
Himoff Tob. Mach. Co.	95
Wooden Cigar Box Boosters' Club	121
International Banding Mach. Co.	29 and 30
Josephson Bros.	105
Kreh Cigar Co.	136
H. Kaufman	Privileged Space
Kehlmann Co.	155
Kewal Sales Co.	8
London Mfg. Co.	171
Like Cigar Co.	18
Liberman Mfg. Co.	99
Chas. H. Longbottom	37
A. La Osa	Privileged Space
Miller, DuBrul & Peters	125
E. S. Milles Co., Inc.	70
Mountain Community	8
A. B. Newman Co.	182
National Folding Box Co.	122 and 123
Natl. Board of T. S. A.	191
Alf. Orlik	7
Pasbach-Voice Litho. Co.	71 and 72, 89 and 90
Park & Tilford	184
Prospect Trading Co., Inc.	76
Pyramid Playing Card Co.	19
F. E. Richardson & Co.	76
Robin-Skall Display Case, Inc.	124
Rochester Folding Box Co.	93
Retail Tobacconist Pub. Co.	60
Samuel Rosenblum	Privileged Space
Peter Schweitzer	59
Tobacco Leaf Pub. Co.	69-92
Tobacco World Corp.	142
Tobacco Trade Journal Co.	91
Tobacco Prod. Credit Assn.	91
Univ. Tobacco Mach. Co.	131-132 and 161-162
Western Tobacco Co., Inc.	24
World Match Corp.	11
C. G. Wilson, Inc.	55
Chas. J. Waxelbaum & Co.	179
Blodgett Eng. Corp.	
A. H. Balliet	

TOBACCO SHOW NOTES

Governor General Leonard Wood, of the Philippine possessions, authorized the New York Philippine Government agents to contract for four spaces, Nos. 16, 17, 26, 27, in the interest of the Philippine cigar importers. They are making a very unique exhibit. It will be a pyramid, 12 foot base, 6 feet high, on which will be shown 300 boxes of cigars, representing the well-known brands handled by the National Philippine Cigar Importers.

* * *

Bailey Brothers, Incorporated, of Winston-Salem, N. C., are planning some very unusual attractions in connection with their exhibit, which will take in about eight spaces. They also will render complete service for their visitors, two telephones in their booth with expert operators, as well as two expert stenographers, will look after all telephone calls and correspondence. There will be ten attractively gowned young ladies in the booth, each one doing her little part to show how "Carolina Royal" cigarettes are made, and why they are deserving of a national patronage. These young ladies will all be chaperoned by a hostess of international renown, who in herself would be an attraction and drawing card for any entertainment.

Mr. Bailey has also authorized Miss Mildred Luber to secure for him a headline act to entertain the visitors both afternoon and evening. Miss Luber also is arranging to stage a most extraordinary surprise, which she refuses to talk about, but which she says will be the hit of the show.

To give some idea to what extent Mr. Bailey as an enthusiastic exhibitor is going, he has engaged at the McAlpin Hotel in addition to his own suite of rooms, sixteen separate rooms and bath, which will be at the disposal of his friends.

We feel sure that before long the "Carolina Royal" and "Cinderella" cigarettes will play an important part amongst the cigar smokers of the Metropolitan district.

* * *

Cullman Brothers, the well-known leaf house, have engaged the services of one of the most famous architectural concerns in New York to design their exhibit at the Tobacco Show. The question of expense was not considered and it promises to be absolutely a work of art. Cullman Brothers have arranged many features which will be out of the ordinary to make their exhibit attractive headquarters for the trade.

* * *

H. Duys and Company, the big Sumatra and Java leaf house, will have an exhibit which, from an educational standpoint, will be a revelation to those interested in the tobacco industry. Last reports received from the Island of Sumatra, it took the whole of the hold of the ship to handle Mr. Duys' exhibit. Before the house of Duys went to the enormous expense which they have for their exhibit, they sent out a letter to the cigar manufacturers of the United States asking them if they expected to attend the Exposition. We understand that over 92 per cent. signified their intention of attending the Tobacco Show.

* * *

Charles J. Waxelbaum and Company, the genial, jovial, popular Water Street leaf man, will keep open house for his many friends in the trade. It will be pretty hard for C. J. to add to his popularity, but we venture to say that the big show may help some.

The Pasbach and Voice Lithographing Company have arranged for a display of original labels. From all reports their designing department have been working day and night to make this one of the big attractive departments of the Tobacco Show.

* * *

The Universal Tobacco Machine Company with four big spaces will show a complete line of cigar-making machinery. Mr. Sherman, the head of this company, is one of the most enthusiastic of the many exhibitors who will have exhibits at the big show. He devoted his entire January advertising appropriation in the interest of the Exposition. Without criticizing any of our good friends, it is too bad that more did not show this same whole-hearted co-operation with this wonderful movement. We feel it safe to say that this exhibit will stand out as one of the very prominent features of this wonderful Exposition.

* * *

A. B. Newman and Company—possibly this house has the distinction of being one of the oldest houses in the pipe industry. To tell what they will show and how they will show it at the Tobacco Show would be spoiling a pleasant surprise. We can say, however, that the special design of their exhibit will not be duplicated in the entire Exposition. They have gone to a tremendous expense. 'Nuf sed.

* * *

Mr. W. L. Dannahower, the popular Porto Rican Government agent, is arranging a very large exhibit in the interest of the Porto Rican cigar and leaf people. Some of the concerns who will collaborate with Mr. Dannahower in this exhibit are Durlach Brothers, Porto Rican American Tobacco Company, Infanzen Rodriques, Pedro Costa and Hamburger Brothers.

* * *

Mr. Steiner, of the International Banding Machine Company, and William Steiner Sons and Company, will have a combined exhibit, which will not only include an attractive display on their labels, but will show their banding machine in operation. We may be giving away a secret, when we say that all the cigars that Mr. Steiner bands at the show will be given to the visitors at his booth.

* * *

The American Box Supply Company, of Detroit, with six spaces will perhaps have one of the most comprehensive exhibits in the entire show. They will show the line of the Calvert Lithographing Company, Yankee Bunch Machine, Dittzen Paper Good Company and many other large concerns whom they represent exclusively in the United States.

* * *

The American Machine and Foundry Company's cigarette-making machine will be demonstrated at the Tobacco Show. In the Bailey Brothers' booth they will be shown manufacturing "Carolina Royal" and "Cinderella" cigarettes.

MUCH TOBACCO STOLEN

The store of Joseph Fineman, 2112 South Eighth Street, was robbed of cigarettes, cigars and tobacco, valued at $1000 early on last Sunday morning. The thieves are believed to have used an automobile truck to carry the goods away. Mr. Fineman discovered the robbery when he came to open his store in the morning. The bandits, of course, were careful to cover anything by which they could be traced.

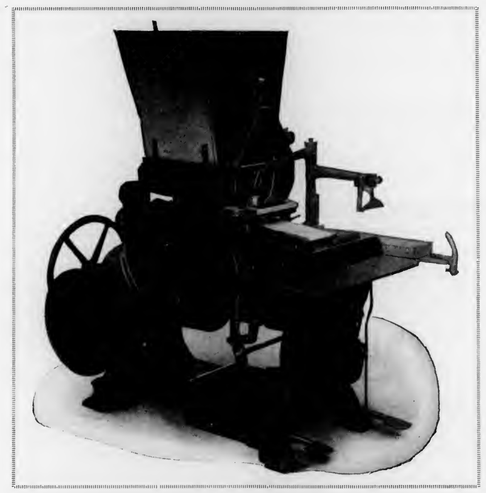
We will Exhibit

THE

DUREX

Quality Production

BUNCH MACHINE



At The

Tobacco Show

Grand Central Palace, New York City, February 3rd to 10th

Greater Production

Quality Bunches

Large Scrap

The Miller, DuBrul & Peters Mfg. Co.

CINCINNATI, OHIO, U. S. A.

Branded, not Banded
The Londres Shape

We have no quarrel with the band, no criticism of other shapes. This is the popular Blackstone.

For forty years it has gained favor and maintained quality. Today it is the most hygienically made cigar of its class in the world and sells easily wherever it is established.

Long Havana filler, Sumatra wrapper. Vigorously advertised in newspapers and on the boards.

Blackstone
2 for 25¢ **CIGARS** Also makers of TOTEM 8¢ cigar
WAITT & BOND, Inc., Newark, N. J.

Cigar Manufacturers Association of Tampa

IDENTIFICATION STAMP
This stamp on each box protects the trade
Demand it on your goods

"TAMPA" CIGARS CREATED A SENSATION DURING 1922

First: Our manufacturers were determined that the smokers of America should have the finest cigars they had ever smoked.....
Second: The smokers showed their appreciation by asking for "TAMPA" cigars and *insisting on the identification stamp*.....
Third: More "TAMPA" cigars were produced and shipped in 1922 than ever before in our history .....

SMOKERS WANT "TAMPA" CIGARS

The "identification stamp" is a positive guarantee of "Tampa" quality and "Tampa" workmanship.

Tampa Letter

(*Continued from Page 10*)

Manuel L. Perez of Marcelino and Company, and Mort Hammer, their new representative for the Middle West, are here visiting the factory and will leave at the end of this week, after having perfected their plans for an active campaign for the spring season.

Edward Wodiska, head salesman for Gonzalez & Mendez, left Tuesday, in a northerly direction, on a trip that will embrace the Middle West and intermediate points.

George R. Webb of San Francisco, has been visiting his brother W. I. Webb of J. M. Martinez Company.

Antonio Santaella and family, who are spending a month in Cuba, will return at the end of this month on their way home.

Francisco Gonzalez, Antonio F. Garcia and Frank Lopez, of Garcia & Vega, are expected here next Sunday from Havana, where they went together on a combined business and pleasure trip.

Jose M. Pendas, after remaining here for some time to regulate the supply of fine clear Havanas for his "Regulus" brand, will return this week for the New York office to take care of the trade.

Gus. Milius, of the Rauh-Milius Cigar Company, St. Louis, Mo., and his wife, are here enjoying the balmy climate of Tampa, as is their custom every year.

Ludwig Lasker, salesman of Perfecto Garcia & Bros. is visiting the factory exchanging ideas with Manuel Garcia, preparatory to departing at the end of the week to hit the trail with renewed impetus.

Great activity prevails at the factory of Jose Escalante Company, promoted by the presence of Mr. Lilienfield, who came from the Chicago headquarters to pay his periodical visit to the factory folks, and incidentally to bring them good news and cheerful expectations.

Leo. Gottsengen and Julius B. Annis, manufacturers of "Don Julian" brand of fine cigars, are here together conferring with manager Max Gil on matters connected with the steady supply of goods demanded by their increasing business. Mr. Annis will leave for New York quarters at the end of this week.

Jose Suarez, prominent leaf dealer from Havana is shaking hands with his numerous friends among the manufacturers, and after a brief rest, will continue his trip to New York, accompanied by his brother Emilio.

Jose Cosio, brother of Ben Cosio the manufacturer, has come from Chicago, where he is engaged in the imported leaf business. It is his intention to remain with us for a couple of weeks, while he visits his orange grove and provides for its care.

The cosmopolitan character of Tampa has been reinforced by the accumulation of over 200 prisoners, speaking more than nine different languages, at the County Jail; not that the criminality of Tampa has had any increase, but by the fact that the majority of these prisoners are aliens alleged to have been smuggled into the United States via. Cuba and the Florida Coast. Our sheriff, W. C. Spencer, with a pedagogic turn of mind, has conceived the idea of hanging a sign

(*Continued on Page 26*)

SEE OUR EXHIBIT OF CIGAR LABELS AND BANDS
AT THE SHOW—Spaces 13 and 14

CIGAR LABELS

CIGAR BANDS

Our half-century of specialization in the fine points of lithography has made ***Steiner Service*** mean ***Satisfaction.*** Let us "Show you at the Show".

WM. STEINER SONS & CO.
257-265 West 17th Street - - - - New York City
ESTABLISHED 1870

THE NEW MODEL CIGAR BANDING MACHINE OF THE INTERNATIONAL BANDING MACHINE COMPANY IS BEING DEMONSTRATED AT THE SHOW
SPACES 13 and 14

The machine bands packed or loose cigars
Only one operator required
Capacity 15,000 cigars a day
Size of machine, 9 inches wide by 14 inches high
Absolutely Sanitary

BE SURE AND SEE IT AT THE SHOW—Spaces 13 and 14

INTERNATIONAL BANDING MACHINE COMPANY
257-265 West 17th Street - - - - New York City
(STEINER BUILDING)

5c "Keen Kutter" 5c

NONE BETTER FOR THE MONEY

¶ Guaranteed to be wrapped with Imported Sumatra and filled with Havana. The best *Nickel* cigar on the market for the money.

Write for open territory to

H. F. MARTIN

YORK :: :: PENNSYLVANIA

Du Pont

"A BETTER CIGAR *for* 10c"

MADE-IN-TAMPA BY

VAL. M. ANTUONO

York County Items

York, Pa., January 30, 1923.

USUALLY at this time of the year, many changes take place with the tobacco firms and this year there are several of which we make mention, as follows:

W. S. Wanner Tobacco Company have applied for corporation charter, under the laws of Pennsylvania, and the charter, when granted, will probably be one of the first to be granted by the new Governor, Gifford Pinchot. The company's place of business will remain as before, No. 2 East Mason Avenue. Members of this firm applying for the charter are William S. Wanner, and C. S. Wanner, with Kenneth L. Cox as the new member. Mr. Cox was for the past twelve years associated with the H. G. Blasser Company, leaf dealers, and should add considerable strength to the company; having had excellent experience with his old firm W. Harry Thomas associated with the Wanner Company for many years, will continue in the same capacity as before. This firm will handle full line of both imported and demestic tobaccos.

The R. B. Lloyd Tobacco Company have incorporated with capital of $25,000. R. B. Lloyd, Frank W. Lloyd and C. R. Riddick, the last named being secretary and treasurer. This company handles a full line of tobaccos.

Another new firm to get in the game, is Steacy-Shaeffer Tobacco Company at No. 35 and 37 W. Gas Avenue. This firm will make a brand of chewing tobacco under the name of "Mite-Good" and they expect to get the machinery all placed and started within the week.

Arthur Corry has been spending a few days at the York office and reported that his Quincy warehouses are busy packing and will finish up sometime in February. Says that his light wrappers are beautiful this year and that they are going fast.

At the H. G. Blasser Company's place, No. 51 E. Clark Avenue, with everything new and up to the second, things are moving along in fine shape.

H. F. Martin reports having had a very good January business on "Keen Kutter" cigars.

C. H. Plitt Cigar Company report business good, and that their old time brands "New Century" and "20th Century" are selling well.

Mr. R. V. Stine, Red Lion, who was formerly connected with the West End Cigar Company, has put up an up-to-date building, all modern appliances, and is manufacturing a nice line of cigars which are repeating nicely. This factory is run under the firm name of American Cigar Company of Red Lion.

W. H. Snyder of W. H. Snyder and Sons, Windsor, has just returned from a southern business trip and booked some good orders on his brand "Country Club." Mr. Snyder was in what might have been for him, a serious accident, near Chattanooga, Tenn., on Thursday night, when the train on which he was returning home left the rails and jammed the cars, so that they lost several hours in getting away from the place, and while he still felt the shock to the nerves, said he was thankful he escaped injury.

The Windsor Cigar Box Company are working full time and Mr. Flinchbaugh, reports business very good.

From what we learn of most of the cigar and tobacco men is this district, there will be quite a large number, who will visit the Tobacco Show at New York next week.

When You Visit The

TOBACCO SHOW

at the

GRAND CENTRAL PALACE

February 3rd to 10th, Inclusive

LET US SHOW YOU

why the

GOVERNMENT OF PORTO RICO

was compelled to protect the enviable reputation of

PORTO RICAN TOBACCO

we shall also gladly show you how the

GUARANTEE STAMPS

help the Jobber, Dealer and Cigar Manufacturer as well as the Grower

Government of Porto Rico Tobacco Guarantee Agency

126 MAIDEN LANE, New York — W. L. DANNAHOWER, Agent — Telephone John 1379

LOOK FOR US AT THE BIG SHOW

"IT WILL BE UNANIMOUS"

Dealers
CAN NOW GET
DILL'S BEST
SMOKING
TOBACCO
THROUGH ANY
REGULAR
JOBBER

J.G.DILL CO.
RICHMOND, VA.
Manufacturers of
HIGH GRADE
SMOKING TOBACCO.

TADEMA HAVANA CIGARS
Argüelles, Lopez & Bro.
MAKERS
General Office and Factory, TAMPA, FLA.
Eastern Office
222 Pearl St.
New York
Warehouse
Havana
Cuba

1000 TO 1200 POUNDS NET STRIPS PER DAY OF 8 HOURS!
ON OUR TOBACCO STEMMING MACHINE
Cigarette Tobacco - Smoking Tobacco - Plug
100 MACHINES IN ONE FACTORY
WRITE FOR FULL PARTICULARS
TOBACCO STEMMING MACHINE CO., INC.
LYNCHBURG, VA.

F. LOZANO, SON & CO.
HAVANA CIGARS
TRADE MARK

F. LOZANO
FLOR DE NARVEZ
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WALLS COURT
EL LESSERO
CALATRAVA
REG. U. S. PAT. OFF.
FACTORY & MAIN OFFICE, TAMPA, FLA.
NEW YORK OFFICE, 437 FIFTH AVE., N. Y.

Business Building

(*Continued from Page 14*)

This is an improved showing, and it shows a wise trend towards the co-operation between manufacturers and retailers which is so desirable.

A business accountant gave some suggestions to retail merchants at a recent convention, which they seemed to think were valuable. He said that a couple of his clients had fallen into debt because of over-buying, from which they were unable to extricate themselves, and in consequence had gone under.

He was much surprised at their misfortune, and was at a loss to account for the reason. They were careful, economical, good and cautious businessmen, and the cause of their failure was a mystery to him.

After a good deal of studying he uncovered the reason. These men bought from a large number of manufacturers and jobbers. To be sure they did not buy large bills, but the total of many small bills amounted to a surprisingly large figure, and the total of the goods they had unwittingly ordered was much larger than they supposed.

These bills came due at about the same time, and this, together with some unfortunate circumstances, threw down the dealers and put them in trouble.

His advice therefore was that if a dealer buys from many parties he should watch with extra care to prevent over-buying, and the incurring of a large total liability through many small purchases. This pointer will apply to a very, very small proportion of cigar dealers, but it is a warning worth considering.

WM. DEMUTH AND COMPANY EXTENDS INVITATION

Many members of the trade from various parts of the country at this season of the year find their way to New York City.

Wm. Demuth and Company, the world's largest makers of fine pipes offer the hospitality and the facilities of their New York offices to members of the trade visiting the city. A novel service has been instituted to assist strangers in the city to procure proper hotel accommodations. Upon request, Wm. Demuth and Company, will gladly make hotel reservations for any member of the trade coming to the city.

All members of the trade who may be in New York are invited to visit the Demuth firm at 230 Fifth Avenue.

The Demuth collection of rare pipes (the most famous in the world) on display in the firm's New York office will alone warrant the visit, and a trip through the modern plant at Richmond Hill, Long Island, where 77 pipes are turned out per minute, will be both interesting and profitable. A most cordial welcome is assured.

The visit will at the same time afford an opportunity to the trade to become acquainted with the almost endless number of sales building and profit making features in the new 1923 WDC line of pipes and smokers' articles.

GROWERS
AND
PACKERS
OF
Connecticut Shadegrown Wrappers
Florida and Georgia Shadegrown Wrappers
Connecticut Broadleaf
Connecticut Havana Seed

Stripped and Booked Porto Rico Fillers

AMERICAN SUMATRA TOBACCO CO.
131 Water Street New York City

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

SHORTER WORKDAY:—42,965. For tobacco of all kinds. January 8, 1923. John Weisert Tobacco Co., St. Louis, Mo.

TRAYMORE:—42,966. For pipe and smokers' articles. January 8, 1923. Schwarz & Son, Newark, N. J.

JOHN WANAMAKER:—42,967. For all tobacco products. December 9, 1922. American Litho. Co., New York, N. Y.

HUDSON MOTOR CO'S CIGAR:—42,968. For cigars. January 9, 1923. C. M. Jaffe, Philadelphia, Pa.

BOUQUET DE LUXE:—42,972. For cigars, cigarettes and tobacco. January 8, 1923. Minden & Co., New York, N. Y.

CALETT:—42,973. For cigars. April 13, 1922. La Cal Cigar Co., Los Angeles, Cal.

ISLAND BEAUTY:—42,974. For cigars. December 5, 1922. Victor Cigar Factory, Victor Moreau, Proprietor, New Orleans, La.

MURRAY CAFE CIGAR:—42,976. For all tobacco products. January 12, 1923. David Sherman, Philadelphia, Pa.

BONNET ROSE:—42,977. For smoking tobacco. January 13, 1923. Canadian Tobacco Co., Fall River, Mass.

LA VELDENA:—42,978. For cigars, cigarettes and tobacco. December 16, 1922. A. C. Henschel & Co., Chicago, Ill.

DUDOLINO GARCIA:—42,980. For cigars, cigarettes and tobacco. January 15, 1923. G. & M. Cigar Co., Tampa, Fla.

EMILE COUE:—42,981. For all tobacco products. January 16, 1923. American Litho. Co., New York, N. Y.

BENJAMIN JAY:—42,982. For all tobacco products. January 16, 1923. American Litho. Co., New York, N. Y.

CALEDONIA:—42,983. For pipes and smokers' articles. January 16, 1923. Schwarz & Son, Newark, N. J.

EMBASSY:—42,984. For pipes and smokers' articles. January 16, 1923. Schwarz & Son, Newark, N. J.

THORNDYKE:—42,985. For pipes and smokers' articles. January 16, 1923. Schwarz & Son, Newark, N. J.

MARTINIQUE:—42,986. For pipes and smokers' articles. January 16, 1923. Schwarz & Son, Newark, N. J.

MANICAMP:—42,987. For cigars, cigarettes and tobacco. January 12, 1923. Manuel Camps, Brooklyn, N. Y.

TARRY-A-WHILE:—42,988. For cigars. January 10, 1923. The Keller Cigar Co., Springfield, Mass.

18-K:—42,989. For cigars. January 9, 1923. Geo. R. Newell & Co., Minneapolis, Minn.

BESTOFCUBA:—42,991. For all tobacco products. December 22, 1922. The Moehle Litho. Co., Brooklyn, N. Y.

ACCEPTANCE:—42,992. For all tobacco products. December 19, 1922. The Moehle Litho. Co., Brooklyn, N. Y.

R and M:—42,993. For all tobacco products. December 13, 1922. Rees-Mitchell Cigar Co., Greensboro, N. C.

TRANSFERS

SAHARET:—22,095 (Trade-Mark Record). For cigars. Registered January 15, 1900, by George Schlegel, New York City. By various transfers acquired by the San Telmo Cigar Manufacturing Co., Detroit, Mich., and re-transferred to Harry Skallerup, Chicago, Ill.

NOBILITY:—23,245 (Tobacco World). For cigars, cigarettes and smoking tobacco, and **9192** (Patent Office). For cigars and cigarettes. Registered October 30, 1911, and March 14, 1882, respectively, by Louis Ash & Co., New York City. Transferred to Schwab Bros. & Baer, New York City, January 17, 1923.

JENNY LIND:—8539 (Patent Office). For cigars. Registered by Samuel Saqui, New York City, and **9638** (Patent Office). For cigarettes. Registered by Samuel Saqui, New York City; **66,225** (Patent Office). For cigars, cigarettes, cheroots, chewing and smoking tobacco. Registered by David S. Saqui, New York City. Registered June 12, 1901, and November 19, 1907, respectively. Transferred to S. Loewenthal & Sons, New York City. December 15, 1918, and re-transferred to New York-Tampa Cigar Co., New York City, September 25, 1922.

QUEEN SOLACE:—33,875 (Tobacco Leaf). For cigars. Registered August 5, 1907, by T. L. Duglas, Chicago, Ill. Transferred to Ramond Girand, Chicago, Ill., December 9, 1922.

TWO ISLAND:—37,731 (United Registration Bureau). For cigars, cigarettes and tobacco. Registered September 18, 1912, by Cuban-Porto Rican Cigar and Tobacco Co., Atlanta, Ga. Transferred to Russell A. Wright, Birmingham, Ala., June 29, 1921.

TOM TIGER:—37,732 (United Registration Bureau). For cigars, cigarettes and tobacco. Registered September 18, 1912, by Cuba-Porto Rican Cigar and Tobacco Co., Atlanta, Ga. Transferred to Russell A. Wright, Birmingham, Ala., June 29, 1914.

Tampa Items

(*Continued from Page 20*)

on the front of the jail, reading in large letters "Spencerian School of Languages." Your correspondent would rather suggest to our witty sheriff the substitution of "Babylonian University" as the most appropriate title for his vary-colored-multy-language container of brick and iron. Tampa is certainly original in more than one way.

VERITAS.

MEXICAN TOBACCO PRODUCTION DECLINES

Reports to the Department of Commerce indicate that the production of tobacco in Mexico, especially in the State of Nayarit, is in a state of decadence on account of prevailing low market prices, due largely to excessive production and accumulation of large stocks in the warehouses. Efforts are being made by the government to encourage the exportation of tobacco as a remedy for this situation, and the export duties on tobacco were recently abolished as an inducement to exportations.

GARY TOBACCO COMPANY IN ITALY

The Gary Tobacco Company of New York, has secured a warehouse in the "Punto Franco" area in Italy, and are employing a force of 500 women to classify and pack tobaccos shipped from the Near East for trans-shipment to the United States, according to a report just received at the Department of Commerce from the American vice consul at Trieste. This move was necessitated by the difficulties encountered in sorting and packing tobacco in the Near East since the recent invasion of the Turks, the report states.

RELIEF FOR IMPORTERS PENDING

A bill authorizing the Secretary of the Treasury to permit the application of rates of duty of the Underwood-Simmons Act of 1913 to merchandise which actually arrived in the United States prior to midnight of September 21, 1922, destined for any port in the United States other than that of first arrival, has been introduced in Congress by Senator McCormick, of Illinois. This would relieve importers in inland points from the payment of the higher duties of the McCumber-Fordney Tariff Act which would not have applied, but for the delay incident to transportation from the port of first arrival to the ultimate destination.

The bill also gives the Secretary authority, where the application of the measure would involve a refund to the importer, to make such refund. It is further provided that no applications for refund under the bill shall be considered after six months from the date of passage of the act.

THE MOEHLE LITHOGRAPHIC CO. INC
Clarendon Road & East 37th Street
Brooklyn, N. Y.
HIGH GRADE CIGAR LABELS AND BANDS
170 WEST RANDOLPH ST., CHICAGO, ILL.
723 BRYANT STREET, SAN FRANCISCO, CAL.

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26th St. and 9th Ave., New York
WESTERN REPRESENTATIVE:
PAUL PIERSON
139 North Clark Street, Chicago, Ill.
Cigar Labels, Bands and Trimmings of Highest Quality

YOUR BEST SALESMAN IS
A FINE CIGAR LABEL
WE PRODUCE ONLY THE *FINEST*
GOLD LEAF and BRONZE Work
Be sure and see *our* samples before placing your order.
Write or phone today so you will have them on your desk.
H. J. FLEISCHHAUER
68 N. FOURTH ST., PHILADELPHIA, PA.
BELL PHONE, MARKET 3792

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
2309 Russell Street Detroit, Mich.
Corner of Grattot Street
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

An Attractive Label Does Not Improve a POOR Cigar
But An Unattractive One Hurts a GOOD Cigar
If We Design It or Make It—It's Right
THE SHOW WILL SHOW
See Our Exhibit At The
TOBACCO INDUSTRIES EXPOSITION
Grand Central Palace, New York City
Feb. 3-10, inclusive, 1923
"LET'S MAKE IT UNANIMOUS"
PASBACH - VOICE
LITHOGRAPHING CO. INC.
ART LITHOGRAPHERS
Grand Street and Morgan Avenue, Brooklyn, N. Y.
CIGAR LABELS - CIGAR BANDS

VALUE

It's value
and value alone
that has made
White Owl
the largest
selling cigar
in America.

General Cigar Co., INC.
NATIONAL BRANDS
New York City

2 for 15¢ *Wherever you go have a* *White Owl*

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FEBRUARY 15, 1923

VOLUME 43 NO. 4

THE TOBACCO WORLD

GARRETT·H·SMITH
U·S·AND CANADIAN REPRESENTATIVE
FOR
COMPAÑIA LITOGRÁFICA DE LA HABANA
FINEST IMPORTED
CIGAR BANDS
AND LABELS.
ALSO GUMLESS BANDS
NEW YORK OFFICE 50 UNION SQUARE
TELEPHONE STUYVESANT 7476

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST. PHILA., PA.

Wooden Cigar Boxes Create The Buying Impulse

For effective, sales producing display, wooden cigar boxes have no equal. Attractive, convenient and natural in appearance, they lend themselves to every possible display effect. Substitute containers have strict display limitations, while wooden boxes show the color, size and shape of the cigars in the most tasteful and telling way.

1. IDEAL DISPLAY: Compact, varied and eye-catching window and counter displays are most easily gotten with Wooden Cigar Boxes. With a little imaginaton you can show all kinds of effects and combinations with Wooden Cigar Boxes. Wooden Cigar Boxes do not have to be juggled for striking displays; they only need to be arranged.
2. CONVENIENT: Practically all cigar store windows and show cases are particularly designed for the showing of Wooden Cigar Boxes. They permit the use of all the space. No space wasted. No time lost.
3. BETTER PRINTING: There is no comparison between Wooden Cigar Boxes and substitute containers when it comes to beauty of printing and lithography. You can do almost anything with wood, while the possible treatments of other kinds of packages are very limited.
4. PERFECT AGING: Cigars age normally in wood, retaining their natural aroma from factory to smoker.
5. SATISFACTORY SELECTION: A smoker likes to see the whole length of a cigar in the box. He wants to compare the size, shape and color of the various brands and types you show him. Another point where a Wooden Cigar Box always wins the approval of the smoker.
6. NATURALNESS: Cigars are a vegetable product and belong in Wooden Cigar Boxes. Cigars from Wooden Boxes please the smoker most because the wood adds a mellowness and richness to the qualities with which the cigar has already been endowed by Nature.

If you want other reasons ask the manufacturers of quality cigars who have learned from experience why Wooden Cigar Boxes are best.

(Advertisement)

It's Java Wrapped!

LA PALINA

THE QUALITY CIGAR SINCE 1896

Congress Cigar Co., Phila.

ROBERT BACON

The *Very Mildest* Havana

MADE IN 12 SIZES

La Resta, Court Royal, Joan of Arc — 2 For 15c

SAN TELMO CIGAR MFG. CO.
DETROIT.

SHEIP
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VANDEGRIFT
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CIGAR BOXES
QUALITY AND SERVICE
812-832 N. Lawrence St. Philadelphia, Pa.

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MAKERS
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YANKEE BUNCH MACHINE

SAVES 30% TO 40% ON BINDERS.
MAKES BUNCHES EQUAL TO HAND MADE.
PRODUCES MORE CIGARS AT LESS COST.
WORKS EITHER LONG OR SHORT FILLER.
INEXPERIENCED GIRLS QUICKLY TAUGHT.

Made in five sizes —4", 4½", 5", 5½", and 6" wide

Millions of nationally known brands are now being made in factories equipped with this machine.

The original cost is so small you cannot afford to buy any other machine.

American Box Supply Co.
2309 Russell St. DETROIT, MICH.

BY ALL MEANS!

Don't feed your horse sawdust instead of grain, therefore don't pack your cigars in a substitute. Try our boxes and be convinced.

MONROE JARRETT SONS
MANUFACTURERS OF
CIGAR BOXES
S.W. COR. RANDOLPH & JEFFERSON STREETS
PHILADELPHIA, PA.

EPCO and EPCO HAVANA FIVES
Genuine Sumatra Wrapped

A DOG-ON GOOD 5¢ CIGAR

You cannot go wrong in handling all or any one of these brands as they are the leading 5 cent cigars.
We are the manufacturers who made it possible for you to buy exceptionally good 5 cent cigars.

East Prospect Cigar Co.
Manufacturers of "Cigars That Sell"
East Prospect : Pennsylvania
SOME TERRITORY OPEN FOR LIVE JOBBERS

ROBERT EMMET
CIGARS

3 Factories Busy

THAT the public appreciates the quality of Robert Emmet Cigars is evident from the fact that three factories are working at capacity to satisfy the demand. You owe it to yourself to try one today and pass judgment upon it.

BREVAS SIZE

10c

Every One Branded

A Big, Liberal Sized Cigar

BLENDED BY THE MASTER BLENDER CHAS. J. SPIETZ

REMEMBER: Robert Emmets are packed only in airtight tins

SPIETZ CIGAR COMPANY
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Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

FOR SALE

GOING CIGAR FACTORY, MAKING A MILLION CIGARS, selling direct to retailers in four States. Established thirty-five years. Very little capital required. Reason for selling—death of founder. Must be sold at once. Address, L. W. Bradley, care of Bradley Bros., Dubuque, Iowa.

FOR SALE—ONE COMPLETE SET NEWTON-STOAKES LETTERING PENS, with inks and complete instructions for making nifty show cards and price tickets. Absolutely new. Address Box 451, care of "The Tobacco World."

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LARGE DISTRIBUTOR DESIRES LARGE QUANTITIES OF JOB LOTS OF CIGARS. Cash transaction. Write full particulars. Address Distributor, Box 453, care of "The Tobacco World."

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A CAPABLE CIGAR FACTORY EXECUTIVE AGGRESSIVE with initiative and executive ability to handle large factory or factories, capable of starting chain of factories; will be open for position shortly. Address Box Z, care of "The Tobacco World."

The Tobacco World
Established 1881

VOLUME 43 FEBRUARY 15, 1923 No. 4

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

PRICE: United States, Canada, Cuba and Philippine Islands, $2.00 a year. Foreign, $3.50.

HARRY BLUM
Manufacturer of
THE NEW
NATURAL BLOOM
QUALITY CIGARS
122 Second Avenue New York City

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

"111" cigarettes

Three Friendly Gentlemen

TURKISH & BURLEY
VIRGINIA

A MILLION MEN SMOKE THEM

Guaranteed by
The American Tobacco Co.
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MADE-IN-BOND AT TAMPA

Good business sense has made it both necessary and profitable for every retailer to carry at least one brand of guaranteed Clear Havana Cigars.

The Made-in-Bond Stamp is the U. S. Government Guarantee that TUVAL cigars are manufactured entirely of imported Havana leaf.

Two generations of clear Havana cigar manufacturing by Marcelino Perez & Co., have won for TUVAL the respect and confidence of the lovers of good cigars.

Marcelino Perez & Co.

4-6 White Street, New York City

Wanted Jobs of Cigars

In quantities of 25,000 up to 500,000. Must be standard brands. All these cigars will be sold over our counter at retail. We have the largest retail cigar business of any cigar stand in the world. All goods paid for ten days after being received. - - - - - -

E. ROCKWELL

Manager Cigar Department

E. C. KINSEL

Michigan and Griswold

DETROIT, MICH.

Established 35 Years

MARSHALL FIELD

Made in five quick-selling sizes, viz.,

the PIONEER, a favorite at 10 cents,

the FIELD, retailing at 2 for 25 cents,

the MARSHALL, at 15 cents,

the STANDARD, at 3 for 50 cents

and L. CORONA, 15 cents.

WRAPPED WITH SELECTED VORSTENLANDEN JAVA

Feature the MARSHALL FIELD for results!

HOWARD F. PENT, President

THE CORAZA CIGAR COMPANY 7th and CHERRY STREETS PHILADELPHIA, PA.

Volume 43

THE TOBACCO WORLD

Number 4

Established 1881

A SEMI-MONTHLY

For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, FEBRUARY 15, 1923 Foreign $3.50

EDITORIAL COMMENT

THE Tobacco Exposition closed on Saturday last with the assurances of support from many of the exhibitors for the Tobacco Show scheduled for 1924. In fact, a number of the larger exhibitors have already signed for space, and no doubt many more will follow suit.

The show was not as large as was hoped for, the result being that those who had the foresight and judgment to participate, reaped possibly greater benefits than they would have received had there been more of their competitors represented.

The attendance was anything but discouraging. The trade in all its branches was well represented, while the tickets purchased at the door far exceeded the expectations of the management.

No exhibitor with whom we talked expressed dissatisfaction with the show. On the contrary, the limited number of exhibitors made each and everyone determined to do his part to not only increase the number of exhibitors at the 1924 show but to swell the attendance figures as well.

It was a fine thing for the industry. It was a form of advertising that was unquestionably profitable to all those represented. The trade will do well to make early inquiry for space for the 1924 show as considerable space has already been reserved.

One trade publication very boldly condemns the exposition as a mercenary project.

We have never heard of a trade show that was not run for profit by the promoters, whether a trade organization, or professional show men. We have never expected anyone to do work for us without a profit. We know that the man who does not earn a profit will become less and less able to serve us. Eventually he will cease serving us altogeter.

When a cigar manufacturer wants to sell cigars, he secures a cigar salesman, not a plumber. When an industry is staging an exposition it wants a man who understands trade shows, and not experimenters.

It is indeed regrettable that a number of the larger companies did not take space, but we are wondering if they are not really the losers by it. At the very least it was a lost advertising opportunity.

We believe the industry has benefitted from the show. We feel sure that next year it will be twice as large with a still greater attendance. It cannot possibly do harm, and the industry ought to welcome the opportunity to participate in anything that may benefit it.

THE passing of C. Fred Crosby must bring a flood of memories to many of the older men in the trade who knew him well. For more than a score of years he was an editorial writer in the tobacco trade journals, and during this period he built up a wide acquaintanceship in the trade. For fifteen years he was editor of "Tobacco," and under his editorial guidance the publication became one of the best known in the trade. In 1915 he became the moving spirit which later resulted in the formation of The Tobacco Merchants' Association.

Time did not deal kindly with him and his poor health brought about a curtailment of his activities. He, however, kept before the trade to the last through his editorials in "The Tobacco Record," which he edited for four years prior to his death.

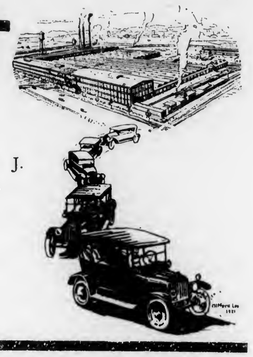
He was at all times a vigorous writer, and the sincerity of purpose could always be read between the lines. Once he determined a policy on any subject, it was almost useless to endeavor to persuade him from it, even though it might have been good judgment for him to have changed his position.

C. Fred Crosby leaves behind him many friends in the trade who respect his memory for the genial, lovable sort of man that he was.

CONSOLIDATED NET INCOME FOR 1922

The statement of the Consolidated Cigar Corporation for the year 1922 showed net income of $1,055,290, a net earning of $5.13 for each share of the 150,000 outstanding with no par value after deducting the regular 7 per cent. required for the preferred stock. Total assets and liabilities showed an increase of approximately $2,000,000 over 1921.

DETROIT



Record Business for Cigar Factories in January—J. J. Bagley & Company Joins Tobacco Products Corporation—Worth Cigar Company to Distribute "Plancos"—C. Cody McDonnell Ties up With E. P. Cordero & Company.

February 10, 1923.

IT is reported that Detroit faces a shortage of skilled labor, with increased employment in all lines of industry, there exists a shortage of skilled mechanics. Workers in many industries have received wage advances within the past thirty days and further wage advances are anticipated with the coming of spring and the opening of the busy season in building construction, automobile plants, etc.

The cigar factories here are reported to be working to full capacity. The jobbers and retailers report business to be in a very healthy condition and that the month of January was the best in several years, and every one is looking forward for a banner year's business.

News that the John J. Bagley & Company, tobacco manufacturers, the oldest in Michigan and one of the oldest in the United States, has been taken over by the Tobacco Products Corporation, is confirmed by Paul F. Bagley, treasurer. The firm of John J. Bagley & Company, was established by the late Governor John J. Bagley, one of the notable figures in Michigan's early history. The business was started in 1852 and has been in continuous and successful operation ever since that date. The John J. Bagley & Company, has been a large producer of cut plug smoking tobacco, as well as, several brands of cigarettes.

A. J. Jockel, of B. Teifer & Company, manufacturers of "Holland Society" cigars, called on the trade here last week with his fine line of smokes.

Arthur Hannauer, of Kaufmann Bros. & Bondy, is here showing his spring line of "Pipes and Smokers' Articles" which are always in popular demand with the Detroit trade.

Bob Ellis (E. P. Cordero & Company) "Mi Hogar" cigars, called on the trade here last week.

Julius Marqusee, of Julius Marqusee & Son, Water Street leaf packers, called on the manufacturing trade here this week.

E. W. Klein, of the Cortez Cigar Company, Key West, Fla., was a recent visitor to Detroit and signed THE TOBACCO WORLD register at Bert Johnson's.

R. E. "Doc" Watkins (Watkins Cigar Stores Company) and Mrs. Watkins have left for a three weeks trip to Florida. "Doc" is combining business and pleasure and will visit the various factories in Tampa and Key West, who's brands he features, and while there he will no doubt add some more winners to his already successful line. "Doc" has received a wire from our good friend Colonel Moulsdale, who states he has him all dated up for the fishing trips and golf games and maybe a trip to the "Wet Islands."

The Worth Cigar Company, have been appointed the distributors for Detroit and vicinity on "Planco" cigars (Ruy Suarez & Company). Mr. Ralph Damon, factory representative will spend some time here boosting up the distribution, working with the sales staff of his distributor.

C. T. Morris, of F. Lozano, Son & Company, Tampa, Fla., called on the trade here last week, and reported a very satisfactory business on his line.

Fred Suss (S. H. Furgatch & Company) "Bouquet de La Ada" and "Vega Del Rey" cigars, has been with us for a few days looking over conditions and booking some nice business on his brands, which are rapid repeaters with the Detroit smokers.

Eddie Hasley, who formally worked the north end for Bayuk Brothers, has accepted a position with the Bernard Schwartz Cigar Corporation, and will work the same territory on "R. G. Dun" cigars.

E. H. Briody (Krauss & Company, Inc.) "In-B-Tween" cigars, called on the trade here last week.

Val. G. Keogh, of the Preferred Havana Tobacco Company, was a recent visitor to the city of Detroit and signed THE TOBACCO WORLD register at Bert Johnson's.

Ralph G. Damon (Ruy Suarez & Company) of "Planco" fame, is the proud father of a bouncing boy, who has been christened Ralph Planco, Jr. Mother and Junior are doing fine.

Dave Jenks (G. H. P. Cigar Company) the "El Producto" booster is giving the city a thorough canvass and working for a hundred per cent. distribution. "El Producto" cigars, already have wonderful placements and enjoy a tremendous sale. So, Dave is out to make them the leading seller on the Detroit market.

Ben J. Strauss (A. Santella & Company) "Optimo" cigars, called on the Worth Cigar Company, local distributors of "Optimo" cigars, this week.

William Roberts, president of B. Steinecke & Company, was a recent visitor to our city. Mr. Roberts was accompanied on the trip with Irving J. Hahn, the star salesman of the company.

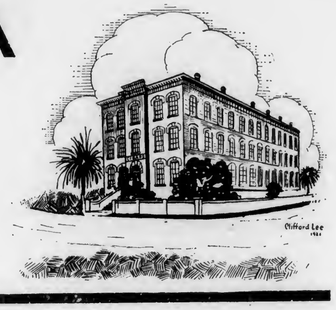
C. J. Duddeston, of Chicago, who is well known to the cigar trade throughout the country, stopped off here for a few days last week to call on some of his old friends in the business.

Pat Hamilton, the congenial manager of the cigar stand in the Detroit Savings Bank Building, has joined

(Continued on Page 20)

TAMPA

South Florida Fair Bigger Than Ever — Cuesta-Rey Wins Cup — Marcelino Perez Cigars Going Well



Tampa, Fla., February 10, 1923.

TODAY is the closing day of the South Florida Fair, the greatest annual event in Tampa, with ten days of continuous celebrations enjoyed by immense crowds of people from all the States of the Union, from Maine to California, who not only admired the bountiful resources of the Florida soil and industries, but the splendid weather that prevailed all through the Fair, as if made to order for the occasion. To give an idea of the importance of the Fair, it will suffice to mention that while the attendance last year for the nine days amounted to 150,000 people, in the same period this year 161,335 admissions were registered by the turn-stiles at the Fair Grounds.

Amongst the most notable festivities since the opening of the Fair on the first of this month, the landing of King Gasparilla and his pirates on Monday, 5th, followed with a street parade with an imposing pageant of horsemen in costumes, floats and music bands, was the most typical of the season; the float of Miss Carlotta Cuesta, the handsome daughter of Mr. A. L. Cuesta, Sr., the cigar manufacturer, took the first prize, although the other floats were close competitors in artistic beauty. The Shriners' procession on Thursday, 8th, was also magnificent in proportion and display; nearly 4000 persons were in line, with all the trimmings and stunts characteristic of the Shriners.

It is practically impossible to mention the variety and merit of the exhibits at this Fair, within the limited space of a letter; but it will be appropriate to mention that tobacco leaf production was well represented by various counties, of which Paseo captured the highest prizes, and the cigar industry was represented by Cuesta-Rey & Company, who was awarded a silver loving cup for the largest and best display of Havana cigars made in Florida. Tampa has made a new record of her Fair this year, and with new buildings added, and the new $35,000 reinforced concrete grandstand at the Fair Grounds, is prepared to continue this annual feature with increasing success in the coming years.

Mr. Samuel Wasserman, of B. Wasserman & Company, of New York, is here visiting the factory of A. Santaella & Company, being attended by Manager Mariano Alvarez. Mr. Santaella and family having returned to New York last Sunday. The "Optimo" brand of A. Santaella & Company is having a large distribution at the Fair Grounds by the Davis-Dickly Company, their local representatives.

The writer has had the pleasure to shake hands with Mr. C. A. Mitts, a cigar jobber from Grand Rapids, Mich., at the office of Marcelino Perez & Company, with whom he has a large business. He was attended by Joe Perez, Manuel having left for New York, and Mort Hammer having packed his case of samples, has headed for Chicago. This house caters direct to a score of the most exclusive clubs and a dozen of the best hotels of the country, which accounts for the excellence of its clear Havanas made in bond.

Mr. George H. Leghorn, of the Morgan Cigar Company, has arrived from New York and will remain at the factory for two weeks conferring with Tom Morgan and laying plans for further expansion of their business.

Manuel Garcia, of Perfecto Garcia Bros., will leave tomorrow for Havana, where his presence is necessary to attend their holdings of tobacco of the new crop. Ludwig Lasker, their traveling representative, has taken to the road, and Jose Garcia will go to New York the early part of March.

Mr. Manuel Corral, senior partner of Corral, Wodiska y Ca., left Thursday, the 8th, for Cuba, in connection with their tobacco supply. Hi Hammer remains at the factory, where everything is running smoothly at a high clip.

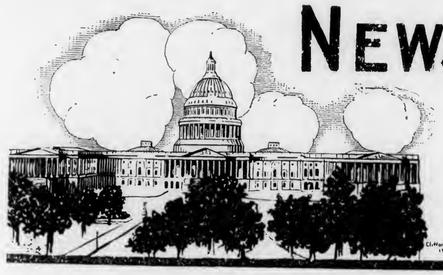
Louis Golovine left for his New York office after having put his factory in shape with Gregorio Pando, an expert manufacturer, as manager. Mr. Golovine has been initiated in a new secret order recently hatched in Tampa, and no doubt will feel more or less reticent to tell of his experiences, he being a northern man, perhaps may not feel sure of having joined the K. K. K. and naturally would not like to get such notoriety.

La Integridad Cigar Company started to work with a force of expert cigarmakers under the direction of its local superintendent, Benito Perez. The efficiency of this concern has been reinforced with the addition of Tony Fernandez as office manager, he being familiar with the office work in cigar factories, besides being an expert accountant.

The Nordaes Cigar Company, whose factory was destroyed by fire not long ago, is now located at the corner of Henderson Avenue and Tampa Street, where they started to work again.

Julius Annis, of Gradiaz, Annis & Company, took the steamer for New Orleans last Tuesday, from where he will start a business tour through the South and Middle West, before settling in his New York office.

(continued on Page 22)



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

Washington, D. C.

TRAVELING salesmen and others in the tobacco industry, who travel extensively will benefit considerably by the decision of the Interstate Commerce Commission, which has ordered all the large railroads of the country, beginning March 15, to issue non-transferable, interchangeable scrip coupon tickets. The tickets are to be in a denomination of $90, which is to be sold to the user at a reduction of 20 per cent. from the face value; they will be good for one year on all passenger trains, but are not transferable. In the case of extra fare, or other special trains, the use of this mileage will be subject to the payment by the passenger of the excess fare. The decision of the Commission comes as a result of hearings held last year following the adoption by Congress of legislation providing for interchangeable mileage.

The issuance of the regulations governing the use of the proposed mileage has been declared for thirty days in order that the railroads and the various traveling men's organizations and others interested may should keep a record of their experience with the mileage tickets in order that actual results of operation may be ascertained, and if changes, either in the amount or kind of ticket, or in the regulations governing its use, are considered necessary, the case may be reopened on January 1, 1924.

A large number of the smaller railroads and a few of the larger ones, together with certain branches of the large roads, are exempted from the provisions of the order, but are given permission to issue and accept the interchangeable mileage if they desire to do so voluntarily.

"The evidence with respect to the extent of the use of mileage tickets prior to Federal control," it is declared in the Commission's decision, "tends to indicate that in some parts of the country and at certain periods not less than 20 per cent. of the total passenger revenue was derived from the sale of mileage tickets, and that over routes between particular points the revenue from mileage tickets exceeded 60 per cent. of the total revenue derived from passenger traffic between such points.

"The demand for an interchangeable mileage or scrip coupon ticket comes chiefly from organizations of commercial travelers. That demand is also supported to some extent by shippers who employ commercial travelers and by a national hotel association. Commercial travelers' organizations generally favor a ticket in the denomination of $100. All urge that the tickets should be sold at 33⅓ per cent. less than the standard fare, and that they would stimulate travel to such an extent as to offset any decrease of revenue that might result from the reduction in the fare. They say that the stimulus from the use of such a ticket would in all probability result in increased revenue. They also urge that salesmen would by their sales stimulate the movement of freight traffic and thereby augment freight revenue. The commercial travelers attempt to justify their request for a mileage ticket at 33⅓ per cent. less than the standard fare upon the claim that prior to the discontinuance of the mileage ticket, carriers voluntarily sold such tickets at such a discount and that they now sell tourist and summer and winter excursion tickets at discounts as great as that.

"Certain witnesses stated that there was a substantial falling-off in the number of commercial salesmen on the road during 1921, and during the first six months of 1922, as compared with 1920. They attribute this to the high passenger fares established as a part of the general increases of August, 1920; and say that many salesmen who operate on a commission basis and many mercantile houses refrained, during those periods, from inaugurating road trips because of the high passenger fares."

The decision points out that the testimony submitted at the hearings does not prove conclusively that the contentions of the traveling salesmen's associations are true, nor is it proved that the claim of the railroads that the increased business will not make up for the loss of revenue is substantiated. The issuance of these mileage books, therefore, it is pointed out, is an experiment, to be watched and reported upon during the next nine months.

Commissioners Hall, Potter, Daniels and Eastman dissented from the majority opinion of the Commission.

The first step toward eliminating some of the duplication which now exists throughout the Government with regard to the gathering of various statistics has been taken by the Treasury and Commerce Departments in co-operation with the United States Chamber of Commerce. There has for some time been considerable complaint on the part of manufacturers and producers in various lines that the Federal Reserve Board was gathering practically the same statistics as were being collected by the Department of Commerce, while the United States Chamber of Commerce, through its production department and other services, has also been gathering statistics regarding production in various lines.

(*Continued on Page 24*)

THE TOBACCO SHOW WAS A HUGE SUCCESS

The International Tobacco and Allied Industries Exposition which was opened in Grand Central Palace, New York City, on February 3d, and closed at 11 P. M. on February 10th, was voted a great success by all the exhibitors, and extreme satisfaction was expressed on all sides with the results obtained through their participation in this, the first Tobacco Show for many years.

It is our understanding that the first Tobacco Show was held in Philadelphia, on South Broad Street, some twelve years ago, and there were two held in New York City sometime after that, but the idea was dropped for some reason, and when Mr. Harry A. Cochrane began planning for this show many were skeptical and hung back until they found out what the other fellow was going to do, and many of these found out, to their sorrow, when it was too late, that they should have gone into this show whole-heartedly from the very beginning, and it is a pretty safe bet that they will be among the first to speak for a good large space in the next show, which, it was announced, would be held January 26 to February 3, 1924, in the Seventy-first Regiment Armory, Park Avenue and Thirty-fourth Street.

The banquet of the National Board of Tobacco Salesmen was held in conjunction with the Tobacco Show on Thursday night, February 8, at the Hotel McAlpin, with Carl Avery Werner, editor of "The Tobacco Leaf" acting as toastmaster. This banquet was the largest ever held by this association and was a huge success in every way. Among the very able speakers obtained for the evening were: Lieut-Gov. George B. Lunn, A. M. Loeb, president of the National Council of Traveling Salesmen; J. J. Ollendorff, president of the National Board of Tobacco Salesmen's Association; Judge Gustav Hartman, of the New York City Court, and ex-Commissioner Matthews of New Jersey. Tables were reserved for the following: American Tobacco Company, Liggett & Myers Tobacco Company, P. Lorillard Co., Bobrow Bros., Bailey Bros., Harry Blum, Consolidated Cigar Corporation, Porto Rico Tobacco Men, Park & Tilford, Tobacco Products Corporation, Philippine Government Agency and Western Tobacco Company, manufacturers of "Kohar" (the cigarette).

Bailey Bros.' new cigarettes, "Carolina Royal," and Max Schwartz's "Primanettes" were freely distributed and made a hit with every smoker.

"Natural Bloom" and "Medalist" cigars were also passed and needed no introduction.

THE "LONGBOTTOM" PIPE ATTRACTS ATTENTION

Captain Charles H. Longbottom and his attractive and agreeable wife, both English people, were kept constantly busy throughout the week of the show answering questions and demonstrating the unique and highly desirable features about the "Longbottom" pipe, invented by Captain Charles H. Longbottom, who makes his headquarters at 1051 Ocean Avenue, Brooklyn. Patents have been applied for. The dominating feature of the "Longbottom" pipe is the central chamber and the projections centering therein. The chamber acts as a condenser allowing the smoke to circulate and deposit a large proportion of its nicotine before it reaches the mouth. The projections from bowl-base and bit-section preventing its return to either the mouth or bowl. This latest novelty in pipes appears to solve the nicotine problem in so far as it has to do with comfort, health and cleanliness.

Captain Longbottom is the owner of the first American flag to enter the forbidden war zone after friend "Bill" issued his decree forbidding any ships to enter this prescribed area shortly after the outbreak of the World War, and Captain Longbottom was in command of the ship that carried the flag. Needless to say, he came back and brought the old flag with him.

AMERICAN BOX SUPPLY EXHIBIT ATTRACTED MUCH INTEREST

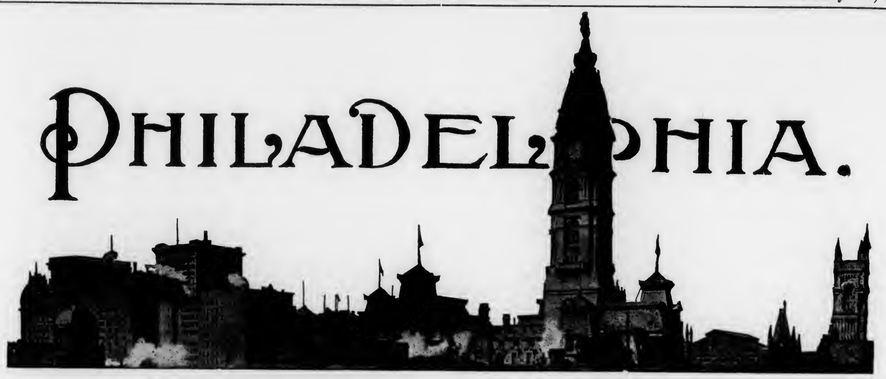
Although not occupying the largest space among the exhibitors, The American Box Supply Company represented the greatest number of manufacturers of supplies for the tobacco industry of any of the exhibits.

This well-known, though not an old concern, are sole distributors for many products vital to the cigar and tobacco manufacturer, and, owing to their very live and efficient organization are going forward with tremendous strides towards success in the commercial world.

The Loudon cigar case, which they had on display in their booth attracted much favorable comment and not a few promising inquiries. This case was used to display many well-known brands of cigars, and the boxes were all trimmed with products of the Calvert Lithographing Company exclusively.

They also had on exhibition several styles of the Potdevin Gumming Machine, for gumming cigar box labels; both the Standard and Yankee Bunch machines. The Simplex Packing Device, which is admitted to be the simplest and most efficient device for packing cigars in round tins and glass jars; cigar labels, bands and window trims made by the Calvert Lithographing Company, of Detroit, Mich.; cold vegetable glue made by the Detroit Paste and Glue Company; paper pouches, tissue wrappers, etc., made by the Dittgen Paper Goods Company, of Cincinnati; advertising signs made by the Common Sense Novelty Company, of Chicago; plain and lithographed tin cans for cigars made by the Heekin Can Company, of Cincinnati; tin paste for pasting labels on tin cans, made by the W. H. Fales Company, Brooklyn; glassine and waxed papers, self-sealing, both printed and plain, made by the Henle Wax Paper Company, of New York; The Hooper Cigar Box and specialty press for the printing of cigar box lumber, made by F. X. Hooper, Glen Arm, Md.; gum tragacanth made by Thurston & Braiditch, of New York; tin foil, plain and embossed, made by the Standard Rolling Mills, of Brooklyn; cedar can linings, made by A. H. Balliet, of Allentown, Pa.; in fact "Everything for The Tobacco Industry Except Tobacco."

PHILADELPHIA.



LIBERMAN BUNCH MACHINE ATTRACTS ATTENTION

There were few people who visited the show and did not look up the exhibit of the Liberman bunch machine. The Liberman Manufacturing Company kept a register of visitors who were interested in their machines and had listed visitors from every State in the United States and some from Canada. Their automatic bunch machine is truly a marvel in the number, completeness and uniformity of every bunch turned out, and also its simplicity. There are no unnecessary parts to get out of order and the machine is very easily changed from one size bunch to another.

They also had on exhibition their famous suction table in operation, showing how cigars are rolled on this table, and Mr. Liberman states that it is much easier to retain your cigarmakers if you use this wonderful machine. The Liberman straight rolling bed bunch table was also there, and these were all in actual operation showing how easy it is to manufacture cigars with Liberman machines.

BOBROW BROTHERS AT THE SHOW

Bobrow Brothers, the enterprising cigar manufacturers of "Bold," "Topic," and "La Tosella," were among the first to recognize the opportunities offered by participation in the Tobacco Show and feel well repaid for their effort.

Charlie Bobrow, of Philadelphia, Pa., took the first order at the Tobacco Show on February 3d. When it was learned that he had closed an order for 10,000 "La Tosella" cigars, President Cochrane of the Exposition Company declared the show had been officially opened by Mr. Bobrow, despite the fact that the order was taken prior to one o'clock, the hour set for the official opening.

JOE CARLISLE SHOWING IMPROVEMENT

The many friends of Joe Carlisle, the energetic booster of Bayuk Bros.' products, will be glad to learn that he is doing nicely after his serious accident in Scranton a few weeks ago.

It was feared for a time that "Joe" might not pull through, but he is showing considerable improvement, although he may not be able to leave the hospital for sometime yet.

RECEIVER FOR FRISMUTH BROS.

On February 9th receivers were appointed for the firm of Frishmuth Bros., in Covington, Ky., who recently acquired the Lovell-Buffington Tobacco Company. Immediately after the appointment of a receiver in Kentucky, a like application was made in Philadelphia by the Federal Finance and Credit Company, A. S. Datz & Son, and Sleight Metallic Ink Company. No statement of assets or liabilities has been filed. The combined output of the Philadelphia and Covington plants total about 2,000,000 pounds of smoking tobacco and many millions of cigarettes. Many famous brands of tobacco and cigarettes are controlled by this combination.

REIFF & CO. AGENTS FOR CHEMICAL CO.

Reiff & Co., Philadelphia, announce their appointment as sole American territorial agents for Philipp Bauer & Co., Germany, and their allied company, the N. V. Transatlantische Handel-Maatschappij, Germany and Holland.

Philipp Bauer & Co.'s products have been distributed in the American markets for forty years, and are guaranteed to be as represented.

Reiff & Co. state that the firm trading under the name of Philipp Bauer & Co., New York City, has no connection whatever with Philipp Bauer & Co. of Germany.

At The Show

"NATURAL BLOOM" DISPLAY

The display of "Natural Bloom" cigars in several sizes and shapes was conceded to be the most beautiful display of the show and attracted much interest. "Natural Bloom" cigars were distributed freely and made many new friends for this "quality cigar."

PHILIPPINE GOVERNMENT EXHIBIT

The exhibit of fine Manila cigars, presided over by genial Charlie Bond, attracted much attention. There were many brands of Manila cigars there in Class A, B and C. The manufacture of cigars in Manila began in 1780 and the tobacco industry on the island of Sumatra was started by a young Chinese who became dissatisfied with life in the Philippines and went to the island of Sumatra, taking with him some tobacco seed. Manila cigars are growing in popularity daily in the United States, and are being brought to the attention of the smoking public to a great extent through the untiring efforts of Mr. Bond.

H. DUYS & COMPANY HAD UNIQUE BOOTH

One of the first exhibits to attract the attention as you stepped from the elevator at the show was the booth of H. Duys & Company. This was a hut made of native grass from the island of Sumatra and inside were shown miniature tobacco barns and drying sheds used on the island in getting the tobacco ready for market. Duys & Company also had a very striking exhibit of boxes showing the labels of cigars that used Sumatra tobacco as a wrapper. In connection with this exhibit, Mr. Cochrane was able to procure a moving picture film showing the culture and different processes that Sumatra tobacco passed through from the field to the consumer. There was also a picture of the culture of Porto Rican tobacco and its different stages of manufacture before reaching the consumer, and these two pictures were alternated with five-minute intervals every day and evening of the show.

UNIVERSAL TOBACCO MACHINE COMPANY

To those who were looking for labor-saving devices in the manufacture of cigars, this exhibit was of particular interest.

The Cubola Cigar Company operated the bunch machine and manufactured cigars for the information of the visitors. This company also presented the Hon. Joseph Cannon with a cigar of gigantic proportions which it will take several sittings to consume.

The Model L short filler bunch machine was shown in operation, which automatically produces uniform bunches at the rate of from 3500 to 4500 a day, depending, of course, on the operator.

Other models displayed were the Huttger long filler bunch machine. The Model F Universal tobacco stem crushing and booking machine, the Model F Universal stem crushing (non-booking) machine, the 1922 model planetary gear-driven Universal stripping and booking machine, the Model M Universal stripping (non-booking) machine, the Model J Universal leaf-counting device, the Model K Universal gum cleaning device, the Model W Universal butt-cutting device, and Models E-1, D-2, and C-3 Universal wrapper registers.

C. J. WAXELBAUM & COMPANY

At this booth were shown standard brands of cigars all wrapped with imported Java or Sumatra tobacco, sold by Charles J. Waxelbaum & Company, 173 Water Street, New York City.

LOUDON CIGAR CASE ON EXHIBITION

The new and novel Loudon cigar case was on display in the booth of the Loudon Manufacturing Company, of Grand Rapids, Mich., and caused many a visitor to think he was "seeing things" when the glass front would suddenly drop out of sight without any apparent effort on the part of the man behind the case. This case is one of the finest on the market to display the cigar in the proper manner. If you did not see it, do not fail to write for descriptive literature.

PORTO RICAN TOBACCO EXHIBIT

The Porto Rican Government authorized their agent, Mr. W. L. Dannahower, to participate in the show, and a very novel and interesting exhibit was shown.

Those participating in the exhibit of Porto Rican tobacco were: Durlach Bros., Stern-Mendelsohn Company, Incorporated, Porto Rican-American Tobacco Company, Selgas & Company, Julius Marqusee & Son, Max Gans & Son, Incorporated, Hamburger Bros. & Company, Incorporated, and Isadore Cohen.

INTERNATIONAL BANDING MACHINE COMPANY

The automatic banding machine of this company attracted the attention of the cigar manufacturers and many favorable comments were heard. It is a truly marvelous little piece of machinery and requires but one operator. The sanitary method by which the band is placed around the cigar is very much in its favor. This machine is sold exclusively through the well-known lithographic house of William Steiner Sons & Company, 257 West Seventeenth Street, New York City.

NEW "KOHAR" CIGARETTE

At the booth of the Western Tobacco Company was exhibited the new "Kohar" cigarette, and samples were distributed freely. Sam Soffer, the genial sales manager, says these cigarettes were the real "Gems" of the show. They are made of pure Turkish tobacco and packed in very attractive blue and gold packages retailing for 10 for 25 cents, either plain or cork tipped. Everyone expressed keen satisfaction with this cigarette and many friends were made for this brand.

PASBACH-VOICE SHOW DOMESTIC BANDS AND LABELS

The booth of Pasbach-Voice, was the mecca for visitors at the Tobacco Show, who appreciate the value of quick and accurate service in the matter of obtaining cigar bands and labels when wanted, and as wanted. It was apparent from the display made by Pasbach-Voice that bands and labels made in the United States of America, may be quite as brillant, handssome in design and accurately made as any in Europe. An interesting band cutting machine was shown in addition to the method used in spacing and color printing. Henry A. Voice, Henry Peate and J. A. Voice, secretary and general manager were in charge.

Much of the success attained by this renowned house is attributed to the personal supervision of Oscar Pasbach, president of the company, who has spent forty-five years of untiring effort in the factory to make Pasbach-Voice products and service second to none.

A·B·S

The Utmost in Quality and Service

Exclusive Selling Agents to the Tobacco Industries for

THE CALVERT LITHOGRAPHING CO.,
Cigar Labels, Bands, Advertising, etc.

THE HEEKIN CAN CO.,
Cigar Cans and Metal Signs

THE STANDARD ROLLING MILLS,
Tin Foil, plain, embossed and printed

THE HENLE WAX PAPER MANUFACTURING CO.,
Waxed, Glacine and Paper Specialties

THE DITTGEN PAPER GOODS CO.,
Pouches, Bags and Tissue Wrappers

COMMON SENSE NOVELTY CO.,
Signs, Transparencies, Cut-Outs

YANKEE BUNCH MACHINE CO.,
Cigar Bunch Machines

SIMPLEX PACKING DEVICE CO.,
Packing Device for Cans and Glass Jars

POTDEVIN MACHINE CO.,
Label Gumming Machine

DETROIT PASTE AND GLUE CO.,
Vegetable Glue

THE STANDARD BUNCH MACHINE CO.,
Long Filler Bunch Machine
Short Mold Table Lever Press

2309 RUSSELL AT GRATIOT

American B

SUPPLIES

"YOU FURNISH THE CIGARS AND WE FURNISH THE PACKAGE"

CIGAR LABELS—new designs with registered title, for immediate delivery.

CIGAR BANDS—of better quality.

SHOW CARDS—Cut-Outs Display Advertising.

TIN FOIL—Plain, Embossed or Printed. "Protection with Distinction." "Use More Foil."

TIN CANS—Lithographed or Plain. "Lithographed Cans Have Great Advertising Value."

METAL SIGNS—Long Life Advertising for Indoor and Outdoor Display.

SIMPLEX PACKING DEVICE—for Cans.

CEDAR LININGS—for Cans.

CIGAR MANUFACTURERS' SUPPLIES—Pouches, Protector Strips, Tissue Wrappers, Wax-Glacine and Paper Specialties, Cigar Boards, Cutters, Tools, Bunch Machines, Packing Devices, Branding Machines, Table Mould Presses, Cigarmakers' Bundling Straps, protected buckle attached, Tin Paste, Signs, Transparencies and Cut-Outs, Gum Tragacanth.

EVERYTHING EXCEPT TOBACCO

Supply Co.

DETROIT, MICH.

TIGHT BINDING TEXT CUT OFF

THEY do say that two out of every three smokers in this country do not use the cigar. Nevertheless the number of people who favor this form of smoking amount to the tidy total of say ten million five hundred thousand, not counting women and children.

If any one desires to verify these figures by counting noses, I would be pleased to hear how he agrees with them.

A vice-president of the United States asserted not long ago that one of the things which would help stabilize this country would be a good five-cent cigar.

I see that one or two large manufacturers acted on this suggestion. They made up a splendid five-cent cigar; they advertised it aggressively, and I understand they have a large and profitable trade on it.

I therefore repeat the advice I gave sometime ago, and which some of you acted upon, to find a good five-cent cigar, to advertise it every practical way, to put placards in your window, at frequent intervals, extolling the cigar and stating it is one of your valued specialities, and to feature it in every possible way.

It will be a good business move. It will sell many. It will even help you sell other things.

A great merchant recently passed beyond. He started in a small way, even as you and I, and at the end of his life he was one of the foremost, if not the foremost merchant in the world.

It wasn't luck that placed him in this lofty position. It was hard work plus. And the plus was what turned the trick. His great capacity for work would, of course, have caused him to succeed, but it would not have carried him to the top. Therefore, as between the hard work and the plus, I give most of the credit to the latter.

And how did he get the plus? Some of it was born in him, to be sure, but most of it was acquired. Here is a pointer he gave in a writing from his own pen:

"I have," he wrote, "read and searched and listened to wise men, and I made the best use I could of their words, precepts and practices."

There you are, Friend Dealer and Friend Clerk. There is the way to get the plus—that priceless plus, which will carry you to great heights, when connected with work.

Read this department for inspiration and pointers. Read trade journals and technical books. Listen to wise and experienced men. Take to heart what you read and hear; put it in practice, and the world is yours.

Improve and still improve. That is ever the cry; and the little fellow is disposed to give this cry the absent treatment, and let good enough alone. He sometimes gets a little tired of having trade papers, trade writers and trade talkers continually hammering this into his head.

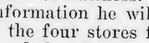
But it isn't the trade papers which are thus bothering him. It is the world, the trend of the times, the call of nature, the upward urge.

That cry is being uttered much more insistently to the big and leading stores than to the little fellows. To the little fellows the cry is persuasive, pleading, advisory; but to the big ones it is a stern command, with a knotted stick behind the words. If it is not heeded by any store that store drops behind in the fierce race, and another takes its place.

But they do heed it. Thus four of the leading department stores of the country, located respectively in Chicago, Pittsburgh, St. Louis and Boston have agreed to exchange merchandising ideas in order to effect improvements in every possible way.

They have appointed a merchandising expert, and each store will furnish him full information regarding modern merchandising. He will also gather information from all lines of business.

All this information he will analyze and classify and furnish to the four stores for them to embody in their practice and thus keep improving.



Let us talk a little about your clerk, Friend Dealer, for the continued success of your business may depend upon the efficiency of your clerk more than you suppose.

One of these analytical men made a study of the clerk, his problems, his efficiency and his general characteristics. And what he learned was of real value to every business man who hires indoor salesmen.

He interviewed scores of people and wrote to many more. He stated as an outstanding fact, agreed upon by all, that as a general rule the clerk is no better and no worse than the concern which hires him. Which is another way of saying that if you have a poor clerk it is because he is working for a poor establishment, and if you have a good clerk it is because he is working for a good establishment.

The opinion was also generally expressed that the clerk of today is more on the job and more progressive than ever. Further, and what I consider of great importance, the clerk is likely to reflect the interest that is taken in him, and to repay largely the expenditure of time and money made on his behalf.

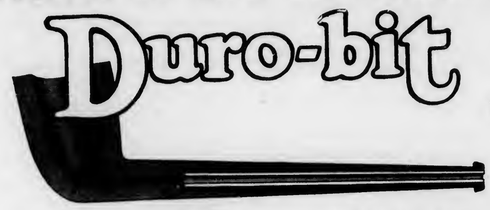
(*Continued on Page 21*)

A TRIUMPH OF PIPE CRAFTSMANSHIP

Mouthpiece Reinforced with Aluminum Tube

Duro-bit

ABSOLUTELY UNBREAKABLE



WD C TRADE MARK Patent Applied for WD C TRADE MARK

SOLD IN ATTRACTIVE DISPLAY ASSORTMENTS

ALUMINUM IS MOLDED IN THE BIT

THE BIT CANNOT BREAK AT ANY POINT

The aluminum runs from tip to tip of the bit—Reinforcing bit throughout entire length

With this Pipe Goes a Guarantee of Perfect Durability

The bowl is guaranteed against cracking or burning through
The bit is guaranteed against breaking

The permanent aluminum lining prevents bent bits from straightening and straight bits from warping when exposed to sunlight or heat.

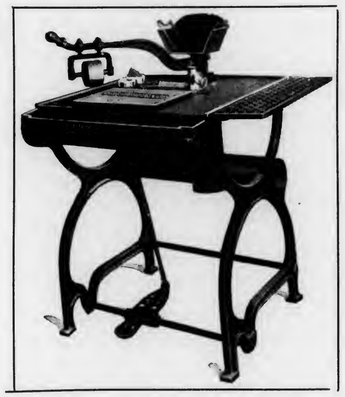
Made in all popular shapes to retail at 50c, 75c, and $1.00

IF YOUR JOBBER CAN'T SUPPLY YOU—
WRITE US FOR THE NAME OF A NEARBY JOBBER WHO CAN

ASSORTMENT No. 10156
One Dozen Pipes—50c. Values—on Display Card
ASSORTMENT No. 10157
One Dozen Pipes—75c. Values—on Display Card

WM. DEMUTH & CO., NEW YORK
WORLD'S LARGEST MAKERS OF FINE PIPES

The Liberman New Model SUCTION TABLE



ADJUSTABLE TO COMPEL PALM ROLLING

REQUIRES A MINIMUM OF THE FOREMAN'S ATTENTION

ROLLERS PREFER TO WORK ON IT

It is a fact that, because of the many improvements embodied in this Suction Table, of two nearby factories making practically the same size Cigar at the same price, the one equipped with Liberman New Model Suction Tables experiences less difficulty in keeping its plant working to maximum capacity because of the preference of the operators for the new model over the old style suction tables

CIRCULAR UPON REQUEST *Beware of Infringements*

LIBERMAN MANUFACTURING COMPANY
N. W. Corner 20th and Allegheny Avenue - - PHILADELPHIA, PA.

At The Show

HADON PRODUCTS CORPORATION

One of the very interesting exhibits of the show was that of the Hadon Products Corporation, manufacturers of ejector cigarette holders. These holders are very finely finished and anyone would be proud to own one.

"ORLIK" PIPES A STRIKING DISPLAY

The well-known "Orlik" pipes were displayed in several hundred different shapes and styles, and this booth always had one or more interested visitors. The "Orlik" pipe is becoming very popular.

HEYWOOD, STRASSER & VOIGHT LITHOGRAPH COMPANY

This well-known house had a wonderful display of window signs, cut-outs, cigar labels and bands, etc., and their many visitors were much interested in their exhibit showing the manner of manufacturing lithographed cigar labels.

THE HIMOFF TOBACCO MACHINE COMPANY ON THE JOB

Scrap tobacco cutters and cigarette tobacco cutting machines were shown and demonstrated at the booth occupied by the Himoff Tobacco Machine Company, and attracted considerable attention.

FIDELITY CAN COMPANY

At the booth of this company, in addition to the many beautiful cigar cans and candy boxes, was to be seen the Wolverine cigar packer, for packing cigars in round tins and glass jars. Many of the leading cigar manufacturers of the country are using this very simple and efficient device, which is manufactured by The Pulte-Korreck Machine Company, Grand Rapids, Mich.

MILLER, Du BRUL & PETERS MANUFACTURING COMPANY

Miller, Du Brul & Peters Manufacturing Company had their famous Durex bunch machine there, and it was demonstrated often and freely. Anyone interested could have the intricacies of Miller, Du Brul & Peters machinery explained to them in full without any obligations whatever. This firm specializes in cigar molds and cigarmaking machinery.

F. E. RICHARDSON AND COMPANY

These manufacturers of gum tragacanth, etc., were on hand and felt well repaid for the time and effort expended in bringing their exhibit to the show. Samples of gum tragacanth for cigar manufacturers, cigar gum, powder, Richo powdered gum, Spanish licorice, saccharin, glycerine, etc., were displayed. The F. E. Richardson & Company has a very extensive trade in the United States and some in foreign countries.

CULLMAN BROS.' PICTURESQUE EXHIBIT

Rarely does one see in miniature the detail and richness of color observed in the models shown at the Cullman Bros.' booth at the show, of a Connecticut tobacco field, and a sensationally realistic model of a courtyard scene in a Spanish city, showing its Cathedral from a Hacienda.

Cullman Bros., the internationally renowned tobacco leaf importers of New York, also showed the various methods of handling tobacco. Their exhibit was indeed an artistic achievement.

NATIONAL BOARD OF TOBACCO SALESMEN

At this booth, presided over by the genial president, J. J. Ollendorff, and Albert Freeman, no pains were spared to make all visitors at the show feel at home and from all accounts they were very successful in accomplishing just that thing.

WOODEN CIGAR BOX BOOSTERS' CLUB

At this booth was a very fine display of wooden cigar boxes of many well-known brands, and signs were conspicuously displayed stating that "The Best Cigars Are Always Packed in Wooden Boxes." Literature was also freely distributed from this booth setting forth to the consumer and retailer the advantages of buying their cigars packed in wooden boxes.

THE BAHNSON COMPANY SHOWS HUMIDIFIER

The Bahnson Humidifier, manufactured at Winston-Salem, N. C., and shown at their booth, proved to be one of the outstanding exhibits of the latest and most compact humidifying device seen at the big show in that it takes up so little space and requires no water pumps, no air compressors, no auxiliary apparatus of any kind, each unit being complete in itself.

A. B. NEWMAN HAS SPLENDID EXHIBIT

One of the sensational exhibits at the Tobacco Show, was that of A. B. Newman Company, who is the United States representative of the Turkish Tobacco Regie.

A. B. Newman, Sr., and his two sons were in charge demonstrating through a picturesque and quite sensational exhibit, the attractions of smokers' delights from the Orient. Newman and Company also represent the Austrian and Holland Governments.

The picturesque display of pipes of all nations in varied shapes, sizes and material, as well as novelties in cigarette holders, made the Newman exhibit one of rare Oriental beauty.

BAILEY BROS. CIGARETTE

This striking exhibit was the centre of attraction, and why not? When it comes to getting the attention of the public, Mr. Bailey certainly knows how to do it. The Standard cigarette machine, made by the American Machine and Foundry Company, New York, never failed to attract a crowd whenever it was in operation, and the miniature theatre did fully as well, and "Carolina Royals" were passed around freely whenever the opportunity offered by several charming ladies in the Bailey Bros. organization.

Another attraction at this exhibit was an old cigar-store wooden Indian, such as is seldom seen at the present time. This particular one was discovered by Mr. Bailey in Brooklyn and procured especially for this occasion.

A Correction

In our last issue, in this space we printed an article to the effect that the Consolidated Cigar Corporation had taken over the chain of Kinsport cigar factories in and around Ephrata, Pa. This was an error on our part and should have read that this chain had been taken over by The General Cigar Company. We regret that an error of this kind happened and trust that all our readers will now have this important fact clear in their minds.

Stop! Look! Listen!

The popularity of Manila Cigars is increasing throughout the country. To dealers and consumers, the Manila trade today offers wonderful values.

Manila cigars speak for themselves. They show quality that challenges comparison, price per price, anywhere.

Every Manila cigar, in any box bearing the guarantee stamp of the Philippine Government, is strictly hand-made, all long filler.

Unusually mild, sweet as a nut, having a distinctive flavor, burning properly and giving forth an agreeable aroma, a good Manila Cigar appeals especially to the smoker who wants more than one or two cigars daily.

The Man Who Smokes Many Cigars is a Profitable Customer

List of Distributors on request

MANILA AD. AGENCY

(C. A. BOND, Mgr.)

15 WILLIAM STREET - - NEW YORK

Detroit News

(*Continued from Page 8*)

the ranks of the fifty-seventh brigade, he's not a pickle either, but a real cigar man, who knows how to treat his customers right. The best of service and an "honest-to-God smile" to every purchaser is the slogan of "Pat," and day by day, in every way, "Pat Hamilton's" receipts are growing larger and larger.

George Flatauer, of M. F. Minden Company, Inc., New York, N. Y., was a caller here last week on account of the illness of Charles Fee, who is in a critical condition at his home.

C. Cody McDonnell has made connections with E. P. Cordero & Company, New York, N. Y., and will assist "Bob" Ellis in the promotion of "Mi Hogar" cigars, in the Middle West. Cody, is well known throughout this part of the country and his friends in the trade will be glad to learn of his new connection. With such a high grade clear Havana cigar as "Mi Hogar" these two live wire salesmen, will no doubt make this brand one of the leading sellers in this part of the country.

"Farragut" cigars (Webster Cigar Company), have been placed on the Detroit market and a wonderful distribution has been obtained by the sales staff of the Charles F. Becker Company. Window displays of unusual attractiveness are to be seen throughout the city, as well as excellent case placements on the "Farragut" which are proving a ready seller and repeater.

William P. Bushell, of the El Predomino Cigar Company, Philadelphia, Pa., was on the list of visitors who signed THE TOBACCO WORLD register this week.

L. C. "Doc" Thrailkill, of the Worth Cigar Company, who has been confined to his home with a case of influenza for the past ten days, is back on the job again, and is hitting the high spots to make up for lost time.

The Consolidated Cigar Corporation, are putting on a very active and strenuous campaign on "44" cigars, which are distributed by Claude E. Howell. Show windows and placards to draw the attention of the smokers to the "44" cigars are much in evidence, and practically every store has this well-known brand displayed on the show cases.

Herb Messick, western representative of Cuesta Rey & Company, Tampa, Fla., is in our midst again. Herb, says business has been very fine with him and that "Cuesta Rey" cigars are growing in popularity in every section of the country.

R. E. "Bob" Ellis, of E. P. Cordero & Company, "Mi Hogar" cigars, blew into our city last week for a short stay. "Bob" tells me he has closed with the Fort Wayne Tobacco Company, Inc., Fort Wayne, Ind., and with Many Blanc Company, Chicago, Ill., for the distribution of "Mi Hogar" cigars in their various territories.

Harry Dalton (Morgan Cigar Company), "Juan de Fuca" cigars, called on the trade here this week.

Maurice Robinson (Benito Rovera), "La Confession" cigars, was on the list of callers this week and signed THE TOBACCO WORLD register, with remarks, "business is good, with me."

Sam Adler, of E. Popper & Company, New York City, is registered at the Wolverine Hotel for his usual stay of several days. Sam is somewhat lonesome on this trip, as many of his side kicks have either led the way or are close on his heels, and "Doc" Watkins and "Col" Moulsdale are sojourning in Florida.

S. P. Coe, of Faber, Coe & Gregg, Inc., New York City, was a recent visitor to the city of Detroit and signed THE TOBACCO WORLD register at Bert Johnson's.

Al Webb, of the Charles F. Becker Company, who has been laid up with a slight case of grippe is out and making his rounds as usual. It is very unusual to hear of Al being on the sick list, as he has the record of not being absent a day from business on account of sickness or otherwise during the past five years, so now Al loses the record and some one else will win the little brown derby.

Window displays seen about town this week include, "Planco," "Webster," "El Producto," "R. G. Dun," "Dutch Masters," "44," "Las Vegas," "Farragut," "Tilford's," "Robert Emmet," "La Palina," "Chancellor," "Green Seal," "Harvester," "El Javana," "Swift," "Optimo," "Emerson," and numerous other brands worthy of mention.

Your truly,

Mike of Detroit

PETITION FILED TO DISSOLVE MASCOTTE CIGAR COMPANY

A petition has been filed in the Circuit Court of the County of Oakland, Michigan, for the dissolution of the Mascotte Cigar Company, by two of the directors of the corporation, and appointment of a receiver is also asked. April 2, 1923, at 8.30 o'clock A. M., is set for the date and time of the hearing.

LICHTY PRESIDENT OF EISENLOHR'S

Ben R. Lichty, has been elected president and general manager of the board of directors of Otto Eisenlohr & Bros. This action was taken immediately following the annual meeting of the stockholders on February 8th. Charles J. Eisenlohr was elected chairman of the board; C. Harry Eimerbrink, vice-president and manufacturing manager; Harry Dietsch, treasurer and R. G. Cunningham, secretary and assistant treasurer.

WILL FIGHT NEW MILEAGE BOOK DECREE

At a meeting of the Executive Committee of the Association of Railway Executives, held in Washington, D. C., February 9th, it was decided to take some action to have the Interstate Commerce Commission reconsider its decision authorizing many of the large railroads to issue 2500-mile mileage books at a reduction of 20 per cent. from the regular rate.

A resolution was also adopted endorsing the plan of the Chamber of Commerce of the United States to make a survey of transportation problems in the United States.

THE BRADFORD COMPANY IMPORTERS OF CIGAR BANDS

One of the very attractive exhibits of cigar bands and labels at the Tobacco Show in New York was that of the Bradford Company, importers, having offices at 200 Fifth Avenue, New York, N. Y. Unusual brillancy in color, precision, designing and finish, were the outstanding features making the tastefully arranged exhibit of Bradford & Company particularly conspicuous. G. S. Willington, assisted by L. Fink and Miss B. Hinen were in charge. They reported very satisfactory results for their house.

BUSINESS BUILDING

(*Continued from Page 16*)

I hear so many complaints of the clerk and of his indifference and inefficiency that it gives me pleasure to pass on this tribute, and to say that your business is largely in the hands of your clerk. It is therefore to your interest to work with him, make him feel a regard for the welfare of the business, and both will be the gainers thereby.

You have one or more clerks, Mr. Dealer. You are a good businessman, up on all the little arts of the trade, and you are particularly careful to stress the importance of politeness, courtesy. friendliness, and the spirit of respectful good-fellowship.

You are continually teaching this to your clerks as one of the most important requisities. All of which is good.

You even go further than this. Without saying so, you let it be known to a few of your friendly customers that if any inattention is shown, you would appreciate it to be informed, and a few of you—a very few I am glad to say—have a placard posted up to this effect.

Why not take a pointer from the Pennsylvania Railroad. In some of their dining cars they have a notice requesting passengers to report any unusual service or attention on the part of employees, so they can "commend and encourage such praiseworthy acts, and thus keep their service to high ideals."

You see they have studied human nature, and have learned that you can get more out of a man by praising his good points than by knocking his poor ones. When you praise a man—judiciously—it makes him feel kindly towards you, makes him feel friendly. He tries to live up to what you desire and he does it cheerfully, and spontaneously.

THE W D C DURO-BIT PIPE, A TRIUMPH OF PIPE CRAFTSMANSHIP

For the past six months Wm. Demuth & Co. has had a staff of technical experts working on the problem of providing an unbreakable rubber mouthpiece for pipes.

Their efforts have at last brought to the trade the DURO-BIT. Although the W D C line of DURO-BIT pipes has been on the market only since January 1st, "DURO-BIT" has already become a byword in the trade, representing everything that can be expected of a rubber bit.

The mouthpiece of the DURO-BIT pipe is reinforced throughout its entire length with an aluminum tube. The tube is moulded in the rubber from tip to tip of the bit. This permanent aluminum lining not only makes the bit absolutely unbreakable at any point, but prevents bent bits from straightening and straight bits from warping, when exposed to sunlight or heat.

This feature is not only new, but better than anything that has ever been placed on the market, and Wm. Demuth & Co. offer an unqualified guarantee of perfect durability on both the bowls and bits of DURA-BIT pipes.

The DURA-BIT line retails at 50 cents, 75 cents and $1, and is offered to the trade in many attractive display assortments.

SUPREME

The unquestionable supremacy of Girard simplifies the task for the dealer striving to establish a quality trade.

You never have come-backs on Girards—only come-backs for more Girards.

Display a box of Girards on your counter. Make it easy for your best customers to help themselves. You'll sell more Girards that way.

Antonio Roig & Langsdorf
Established 52 years PHILADELPHIA

GIRARD
Never gets on your nerves

ABOVE ALL
BOLD
NOW
2 for 15c

The recognized standard of cigar quality and cigar value. Bold's pre-eminent popularity is due solely to incomparable and unchangeable quality.

Bobrow Brothers, Inc.
Manufacturers
Philadelphia Penna.

FOR true comfort, solace and balm the rich quality of Bayuk Products pleases cigar lovers. They sell on sight and repeat on satisfaction.

BAYUK BROS. INC.

Originators of the

BAYUK INIMITABLE BLEND and
BAYUK INCOMPARABLE BRANDS

PHILADELPHIA

New York, 119 Lafayette Street Phone Franklin 3166

Who Smokes Them?

What class of men smoke two-for-a-quarter cigars?

No single class of men smoke Blackstones.

Like certain popular brands of cigarettes, the price is no gauge of the smoker's ability to pay.

Blackstones have a long Havana filler, an imported Sumatra wrapper and are hygienically made.

Quality maintained over forty years and advertising have made it a national favorite.

Blackstone
2 for 25¢ CIGARS *Also makers of* TOTEM 8¢ *cigar*

WAITT & BOND, Inc., Newark, N. J.

TAMPA NEWS

(*Continued from Page 9*)

The work in the factories has been more or less unsettled on account of the Fair; the workers leaving their jobs to attend the shows, and naturally the output has not been large; but the Fair being over, the probabilities are for a larger production next week.

The detestable custom established by some manufacturers selling cigars by mail, of sending their goods on trial to be paid or returned after using five or more cigars, is the most foolish way that can be pursued to do business, and in the long run spells ruin to those who, allured by the success of the mail order houses, send their wares entirely unprotected to be at the mercy of persons unknown, many of which turn out to be cheaters and embezzlers. None of the mail order houses in other lines of business send their goods unless the cash accompanies the order; they exchange the goods or refund the money to dissatisfied customers as a rule, but their liberality does not extend beyond sending the goods C. O. D. to responsible parties.

The mail order cigar manufacturers take chances that no other business take, thus demoralizing the trade by creating the wrong impression with the consumer that there is an immense profit in cigars, when the reverse happens if honest goods are furnished to the public; therefore, it is time to draw the line between the legitimate manufacturer who fills orders by mail as a matter of advertising, demanding cash with the order, and the fakir that does not hesitate to send his goods on blind credit, in the assurance that if only one-half of the orders are collected, he will come about even. The public itself ought to discourage the mail order cigar business on blind credit, distrusting the sincerity of those whose very over-liberal terms suggest a lack of honesty in their purposes. Let us purify the cigar business in every detail if possible.

VERITAS.

C. F. CROSBY, OF "TOBACCO RECORD," DIES

C. Fred Crosby, editor of the "Tobacco Record" for four years, passed away at his home, 472 Sixty-second Street, Brooklyn, N. Y., on February 6th.

Mr. Crosby was a direct descendant of original New England settlers, and was a pioneer in many ways himself.

His experiences were many and varied, and he was a life member of the Society of American Magicians, he having spent considerable time and effort in making a collection of books on sleight of hand work and magic.

He was engaged in newspaper work practically all of his life after leaving school and became editor of "Tobacco" in the year 1900, which position he retained until 1915, after which time he was instrumental in organizing The Tobacco Merchants Association, and presided at the preliminary dinner at the Biltmore Hotel, New York City.

About the year 1918, he became editor of "The Tobacco Record," and held this position until his death, having dictated an editorial while in bed only two days before his death.

Death was due to Bright's disease. The funeral was held on Saturday, February 10, at 2 P. M. from his late residence. He was Past Master of Justice Lodge No. 753, F. & A. M., and also a trustee of the New York Press Club. He is survived by his widow Sarah C. Crosby.

GROWERS

AND

PACKERS

OF

Connecticut Shadegrown Wrappers

Florida and Georgia Shadegrown Wrappers

Connecticut Broadleaf

Connecticut Havana Seed

Stripped and Booked Porto Rico Fillers

AMERICAN SUMATRA TOBACCO CO.

131 Water Street New York City

5c "Keen Kutter" 5c

NONE BETTER FOR THE MONEY

¶ Guaranteed to be wrapped with Imported Sumatra and filled with Havana. The best *Nickel* cigar on the market for the money.

Write for open territory to

H. F. MARTIN

YORK :: :: PENNSYLVANIA

"BEST OF THE BEST"

OPTIMO CIGARS — VERY MILD — VERY MILD

Manufactured by **A. SANTAELLA & CO.**

Office, 1181 Broadway, New York City

FACTORIES: Tampa and Key West, Florida

EL VERSO

HAVANA CIGARS

Seven Sizes to Please the Most Discriminating

The Deisel-Wemmer Co.

MAKERS

Lima :-: Ohio

News from Congress

(*Continued from Page 10*)

The two Government departments and representatives of the chamber recently have held conferences with a view to surveying the situation for the purpose of eliminating some of this duplication. It was pointed out that the Federal Reserve Board for some time has been gathering statistics regarding consumption, as shown by the receipts of the various mail-order houses, five-and-ten-cent store chains and similar organizations, as well as production in various lines, these reports being compiled by the Federal Reserve Banks throughout the country and transmitted to Washington. Frequently the agents of the banks in some districts gather statistics in lines which are not touched upon in other districts, so that the figures of the board, while possibly showing the trend of trade as a whole, are not always complete or conclusive.

The Department of Commerce, through the Census Bureau, has recently undertaken the compilation of monthly statistics of production for a number of industries and plan to add other industries in the near future. There is also allotted to the Bureau of Foreign and Domestic Commerce a fund which is to be used in connection with its work of advancing domestic industry during the fiscal year beginning July 1 next, and before officials of that bureau undertake to carry out their plans they are anxious that there should be no duplication of their part of services already rendered by other bureaus.

The conferences which are being held are more for the purpose of surveying this entire situation with a view to determining upon what industries each agency can well cover or to learn whether it might not be better to place all of this fact-find work under the Census Bureau, which already has the machinery for carrying it on.

The world will have the American cigarette. It bought 12,000,000,000 of them in 1922 against slightly more than 2,000,000,000 in the year preceding the war, and the number of countries to which they were sent in 1922 is 80 as against 50 in 1913. The total value of the exports of cigarettes in 1922 is approximately $24,000,000 against less than $3,000,000 in the year preceding the war.

Curiously, too, this growing demand for our cigarettes comes chiefly from a section far distant from that in which the war occurred—the Orient. To China alone the exports of cigarettes in 1922 were 8,500,000,000 against 641,000,000 in 1913, and the sum sent to us in payment therefor from China alone was $17,000,000 against $1,000,000 in 1913.

Of course, there was a large exportation of cigarettes to Europe during the war period, especially to France, Belgum and Italy, but the sales to that continent have greatly fallen off since the close of the war, while those to the Orient have gone on increasing. While China is by far the largest single customer for our cigarettes at the present time, other Oriental countries are also increasing their demands. The Straits Settlements, which distributes its imports to all parts of the Orient, took in 1922 over a billion of our cigarettes, and Hong Kong, which sends most of its imports into China, took about 600,000,000 in 1922 against 536,000 in the year preceding the war. Siam also shows a growing taste for the American cigarette and our exports to that country in 1922 are more than double those of the immediately preceding year. India, however, has materially reduced her demand, while Japan is apparently not addicted to the American cigarette habit, for our total exports to that country are extremely small and show little disposition to increase.

That the "habit" of the American cigarette is not only a growing one but world wide is evidenced by the fact that the total number of countries to which our cigarettes were sent in 1922 is approximately 80 against 50 in the prewar year, 1913, and the value of the exports to the whole world in 1922 $24,000,000 against $2,954,000 in 1913.

The total value of cigarettes exported from the United States in the eight years since the beginning of the war is $165,000,000 against $22,000,000 in the eight years preceding the war. The "tobacco habit" seems to have been greatly stimulated since the beginning of the war period, as the total value of tobacco in all forms exported from the United States in the eight years since 1914 is $1,325,000,000 against about $350,000,000 in the eight years immediately preceding the war.

SKYWRITING AMAZES CROWDS

The largest name that has ever been written was inscribed in the sky over this city yesterday. The letters were written at a height of two miles and each letter was a mile in height. When the two words were completed they spelled out "Lucky Strike," the favorite cigarette of millions.

From the "L" in "Lucky" to the "e" in "Strike" the distance covered in the sky was 6½ miles and was seen by nearly everyone outdoors over a ground area of 150 square miles. It was the first visit of the skywriters to this city and it paralyzed traffic and became the most talked of event in many days.

Captain Cyril Turner, of London, England, and a member of the Royal Air Force, piloted the plane that did the skywriting.

"I traveled at a speed of 100 miles an hour in writing 'Lucky Strike,'" he explained when he landed after his thrilling flight, "and the plane threw out 80,000,000 cubic feet of smoke in writing these two words.

"Skywriting is the invention of Major J. C. Savage, of London, who worked for fifteen years before perfecting it. It was first used in England in June, 1922, and immediately became a sensation in England and the continent.

"Major Savage brought it to America in December and we put on unannounced a show over New York City early in December. We wrote, 'Hello U. S. A.'

"This was followed by a second flight the day after when we wrote, 'Call Van. 7100,' which was the telephone number of the Vanderbilt Hotel, our headquarters.

"The show was put on at 1.16 and at 1.18 telephone calls began coming in. In ten minutes the hotel switchboard, which has sixty trunk lines, was practically put out of commission.

"One of the New York newspapers reported more telephone inquiries about 'Skywriting' than any other

(*Continued on Page 26*)

STICK TO Cinco - IT'S SAFE

2 for 15c everywhere

OTTO EISENLOHR & BROS. INC.
PHILADELPHIA —— EST. 1850

MERCHANTS CIGAR BOX CO.

DALLASTOWN, PA.

MANUFACTURERS OF

CIGAR BOXES & CASES

Dealers in Labels, Bands and Edgings

CAPACITY 15,000 DAILY

If It's Wood— We make them. Anything in Cedar, Veneer, Redwood and Imitation.

If It's Prices— We have them. Let us quote you on your need. Line up with a first class boxmaker for your 1923 requirements.

First Class Cigar Boxes Guaranteed

F. LOZANO, SON & CO.

HAVANA CIGARS

TRADE MARK

F. LOZANO
FLOR DE NARVEZ
VICLO

WALLS COURT
EL LESSERO
CALATRAVA

REG. U. S. PAT. OFF.

FACTORY & MAIN OFFICE, TAMPA, FLA.

NEW YORK OFFICE, 437 FIFTH AVE., N. Y.

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

WALLACE REID:—42,995. For all tobacco products. January 23, 1923. Schwarzkopf & Ruckert, New York, N. Y.

A-GAIN:—42,998. For cigars. January 24, 1923. William S. Swift, Hellam, Pa.

ST. CLAUDE:—42,999. For pipes, cigarette and cigar holders, and smokers' articles. January 27, 1923. The St. Claude Pipe Co., Inc., New York, N. Y.

VIDIN:—43,001. For cigarettes. January 22, 1923. The Vidin Cigarette Co., G. Williams & H. H. Friedman, proprietors, New York, N. Y.

RICE MAID:—43,008. For cigarette papers in books and other forms. January 31, 1923. Max Spiegel & Sons Co., Inc., New York, N. Y.

BANK ON 'EM:—43,009. For cigars. January 30, 1923. Minard Elmendorf, New York, N. Y.

RECOURSE:—43,010. For all tobacco products. January 31, 1923. The Moehle Litho. Co., Brooklyn, N. Y.

FRIENDLY ACT:—43,011. For all tobacco products. January 31, 1923. The Moehle Litho. Co., Brooklyn, N. Y.

JIMMY KENNY:—43,018. For all tobacco products. February 1, 1923. Schwarzkopf & Ruckert, New York, N. Y.

FORE-MOST 4:—43,020. For all tobacco products. December 27, 1922. David Weisberger, New York, N. Y.

AGNADO GRANDE:—43,021. For all tobacco products February 3, 1923. Pasbach-Voice Litho. Co., Brooklyn, N. Y.

VIRGINIA LOUISE:—43,022. For cigars, cigarettes and tobacco. January 2, 1923. Col. A. B. Bowden, Los Angeles, Cal.

TRANSFERS

ALICE MAY:—14,505 (Trade-Mark Record). For cigars. Registered February 14, 1895, by O. L. Schwencke, New York City. Through mesne transfers acquired by Gottstein & Cohen, Brooklyn, N. Y., and re-transferred to Adolph Gottstein, Brooklyn, N. Y., January 23, 1923.

ST. REGIS:—27,363 (Trade-Mark Record), and **6645** (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered October 7, 1902, by Jacob Stahl, Jr., & Co., New York City, and February 21, 1890, by Thurber Wyland & Co., New York City, respectively. Transferred to The American Cigar Co. of New York, N. Y., and re-transferred to Jacob Stahl, Jr., & Co., New York, N. Y.

REGIS:—19,106 (Trade-Mark Record). For cigars. **24,610** (Trade-Mark Record). For cigarettes, little cigars and tobacco. Registered May 5, 1898, and May 10, 1901, respectively, by Jacob Stahl, Jr., & Co., New York City. Transferred to The American Cigar Co., of New York, N. Y., March 14, 1905, and re-transferred to Jacob Stahl, Jr., & Co., New York, N. Y.

LE TRIOMPHE:—29,449 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered December 31, 1903, by Jacob Stahl, Jr., New York City. Transferred to The American Cigar Co., of New York, N. Y., March 14, 1905, and re-transferred to Jacob Stahl, Jr., & Co., New York, N. Y.

CARLOS MURIAS:—30,993 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered April 5, 1905, by The American Cigar Co., of New York, N. Y., Inc. Transferred to Jacob Stahl, Jr., & Co., New York, N. Y.

FATIMA:—(U. S. Tobacco Journal). For cigars. Registered July 18, 1883, by R. Monne & Bro., New York City. Through mesne transfers acquired by P. Pohalski & Co., New York City, and re-transferred by Lincoln Bros., successors to P. Pohalski & Co., to Jacob Rich, New York, N. Y., January 27, 1923.

FRISCO:—42,917 (Tobacco Merchants' Association). For all tobacco products. Registered November 24, 1922, American Box Supply Co., Detroit, Mich. Transferred to Central Cigar Box Co., St. Louis, Mo., December 15, 1922, and re-transferred to Gustav Maurer, Cape Girardeau, Mo., January 29, 1923.

JENNY LIND:—9579 (Tobacco Leaf). For cigars. Registered January 19, 1895, by Cole Litho. Co., Chicago, Ill. Through mesne assignments acquired by New York-Tampa Cigar Co., New York, N. Y.

LA SONRISA:—12,897 (United States Tobacco Journal). For cigars. Registered November 24, 1890, by Rokohl Bros., New York City. Through mesne transfers acquired by S. London, New York, N. Y., and re-transferred to Frisch & Co., New York, N. Y.

THOMAS JEFFERSON:—3647 (United States Tobacco Journal). For cigars. Registered March 26, 1885, by C. Jevne & Co., Chicago, Ill. Transferred to Anderson, Thorson & Co., Chicago, Ill., May, 1917.

LA PHILADENCIA:—13,900 (Tobacco World). For cigars, cigarettes and cheroots. Registered December 15, 1902, by E. E. Kahler, Reading, Pa. Transferred to Dusel, Goodloe & Co., Philadelphia, Pa.

SKYWRITING AMAZES

(*Continued from Page 25*)

event in its history, with the exception of the Wall Street explosion.

"Skywriting has many advantages that aid in the development of airplane use, as well as for military purposes, but of course the immediate big use of 'Skywriting' will be for advertising."

Major Jack Savage said:

"We had not been in America long before we were approached by large users of advertising space.

"The American Tobacco Company were very quick to act and we signed a contract to write 'Lucky Strike' in the sky over 122 cities.

"This is my first visit to America and I am delighted with your country and the warm welcome we have received.

"I expect personally to write 'Lucky Strike' over 60 American cities, and I think by that time I will have even more respect and admiration for the United States."

HICKS RESIGNS FROM AMERICAN TOBACCO COMPANY

One of the most unusual careers in the financial management of the trade terminated on January 31, 1923, when Mr. John M. W. Hicks resigned as treasurer of The American Tobacco Company, at No. 111 Fifth Avenue, New York, N. Y. Mr. Hicks has achieved the extraordinary record of thirty-three years' continuous association with the financial affairs of the company, rising from a modest youth to the highest office in the department. He came to New York thirty-three years ago and entered the employ of The American Tobacco Company's organization when the company was in process of formation and with his many experiences becoming an expert in corporation finance, steadily advancing in the importance of his duties and in the esteem of his associates. His acquaintance in banking circles is nation-wide, and under his direction the accounting division of the company has instituted improvements of method and safeguards in practice that have been widely applied among other large concerns. Mr. Hicks plans to spend most of his leisure moments in North Carolina of which State he is a native.

Upon the acceptence of Mr. Hicks' resignation the board of directors of The American Tobacco Company elected Mr. Jesse R. Taylor, his successor, as treasurer of the company; he was also elected a director. Mr. Taylor's spectacular successful career, exceptional ability, and wonderful knowledge of corporation management and accounting makes him best fitted to be the chief of the company's financial affairs in the handling of which he has the hearty good wishes and cooperation of his friends and associates.

A. KAUFFMAN & BRO. INC.
ESTABLISHED YORK, PA. 1893
MANUFACTURERS OF
CIGAR BOXES AND CIGAR BOX LUMBER
WE SPECIALIZE ON
GOLD LEAF WORK

OSCAR PASBACH, PRES. J. A. VOICE, SECY. & GEN'L. MANAGER
PASBACH-VOICE
LITHOGRAPHING CO. INC.
ART LITHOGRAPHERS
GRAND STREET AND MORGAN AVENUE
BROOKLYN, N. Y.
CIGAR LABELS - CIGAR BANDS

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

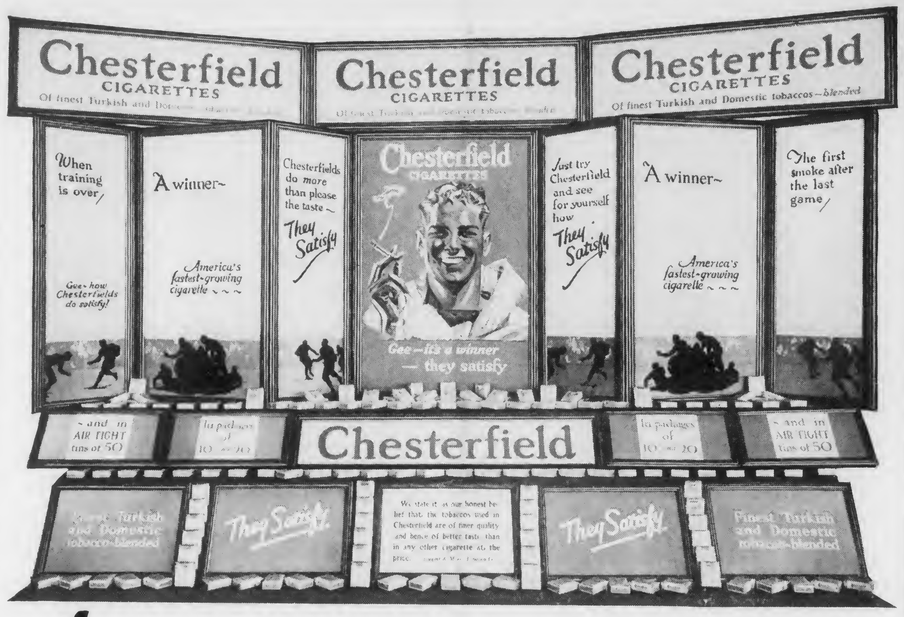
The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
WESTERN REPRESENTATIVE:
PAUL PIERSON
139 North Clark Street, Chicago, Ill.
Cigar Labels, Bands and Trimmings of Highest Quality

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
2309 Russell Street Detroit, Mich.
Corner of Gratiot Street
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

American Bands & American Labels
for AMERICAN CIGARS
Our Special Process and fifty years of experience are reasons why we produce Cigar Bands and Cigar Labels of recognized superior quality and character.
High grade Bands and Labels do increase sales of Cigars.
For the BEST, write us.
WM. STEINER SONS & CO.
257-265 W. 17th St. - New York City
SINCE 1870

The Celebrated Dill's Best
Long Cool Smoke
Dealers CAN NOW GET DILL'S BEST SMOKING TOBACCO THROUGH ANY REGULAR JOBBER
J. G. DILL CO.
RICHMOND, VA.
Manufacturers of HIGH GRADE SMOKING TOBACCO.



America's fastest-growing cigarette

ARE you getting *your* share of Chesterfield's steadily increasing sales? Are passers-by attracted into *your* store to buy their favorite brand?

A Chesterfield window display serves both as a reminder and an invitation to buyers. Call in our representative and arrange for a display that will make your window *work* for you.

LIGGETT & MYERS TOBACCO CO.

Chesterfield

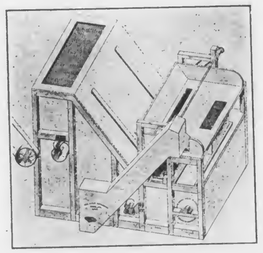
They Satisfy

MARCH 1, 1923

VOLUME 43 NO. 5

THE TOBACCO WORLD

JOHN H. BAKER
SCRAP CUTTER
AND
SEPARATOR



A Scrap Cutter and Separator that really does separate

Write for descriptive matter and new price

Cigar Manufacturers Making Short Filler

CIGARS

Will do well to try our

Blended Scrap Havana Aroma

On the market since 1902

Twenty years giving satisfaction right along

HAS A FINE AROMA

CAN'T TELL IT FROM THE REAL HAVANA

Write for sample and price

Baker Tobacco and Cigar Machinery Company

YORK, PENNA.

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST. PHILA., PA.

The Convenience of Wooden Cigar Boxes

AN IMPORTANT FEATURE IN THEIR FAVOR

The ease with which Wooden Cigar Boxes may be displayed on counters and in windows is well known. They are not only conveniently arranged in the most effective way, but they are convenient when the cigars are removed from the box itself.

Wooden Cigar Boxes are also convenient from the smoker's standpoint. Cigars may be easily removed or replaced in Wooden Boxes without damaging them. Dealers know that the minimum number of unsalable cigars (usually injured in handling by the customer) is found in Wooden Boxes.

WHY THE WOODEN CIGAR BOX EXCELS

1. IDEAL DISPLAY: Compact, varied and eye-catching window and counter displays are most easily gotten with Wooden Cigar Boxes. With a little imaginaton you can show all kinds of effects and combinations with Wooden Cigar Boxes. Wooden Cigar Boxes do not have to be juggled for striking displays; they only need to be arranged.
2. CONVENIENT: Practically all cigar store windows and show cases are particularly designed for the showing of Wooden Cigar Boxes. They permit the use of all the space. No space wasted. No time lost.
3. BETTER PRINTING: There is no comparison between Wooden Cigar Boxes and substitute containers when it comes to beauty of printing and lithography. You can do almost anything with wood, while the possible treatments of other kinds of packages are very limited.
4. PERFECT AGING: Cigars age normally in wood, retaining their natural aroma from factory to smoker.
5. SATISFACTORY SELECTION: A smoker likes to see the whole length of a cigar in the box. He wants to compare the size, shape and color of the various brands and types you show him. Another point where a Wooden Cigar Box always wins the approval of the smoker.
6. NATURALNESS: Cigars are a vegetable product and belong in Wooden Cigar Boxes. Cigars from Wooden Boxes please the smoker most because the wood adds a mellowness and richness to the qualities with which the cigar has already been endowed by Nature.

These are just a few of the reasons why Manufacturers have learned through experience that Wooden Cigar Boxes are unequaled.

(Advertisement)

"BEST OF THE BEST"

OP'TIMO CIGARS — VERY MILD

Manufactured by A. SANTAELLA & CO.
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

It's Java Wrapped!

LA PALINA

THE QUALITY CIGAR SINCE 1896

Congress Cigar Co., Phila.

ABOVE ALL
BOLD
NOW
2 for 15c

The recognized standard of cigar quality and cigar value. Bold's pre-eminent popularity is due solely to incomparable and unchangeable quality.

Bobrow Brothers, Inc.
Manufacturers
Philadelphia Penna.

MURIEL
CIGAR

The Recognized Standard of Cigar Quality and the Recognized Standard of Cigar Value.

Muriel's pre-eminent popularity is due solely to Muriel's incomparable and unchangeable Quality.

P. LORILLARD COMPANY
119 West 40th Street, New York City.

STICK TO Cinco - IT'S SAFE

2 for 15c
everywhere

OTTO EISENLOHR & BROS. INC.
PHILADELPHIA —— EST. 1850

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

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JOSEPH MONDAY ..... Vice-President
ARTHUR WERNER, 51 Chambers St., New York City ..... Secretary and Treasurer

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

FOR SALE

GOING CIGAR FACTORY, MAKING A MILLION CIGARS, selling direct to retailers in four States. Established thirty-five years. Very little capital required. Reason for selling—death of founder. Must be sold at once. Address, L. W. Bradley, care of Bradley Bros., Dubuque, Iowa.

FOR SALE—ONE COMPLETE SET NEWTON-STOAKES LETTERING PENS, with inks and complete instructions for making nifty show cards and price tickets. Absolutely new. Address Box 451, care of "The Tobacco World."

SALESMEN WANTED

verence, energy and enthusiasm.

If you are that man, write us what you are, what you have been selling and for whom.

Our line of sales stimulators to the jobbers pay amazing returns to the producing salesman.

Address Box 452, care of "The Tobacco World."

A RED-BLOODED SALESMAN for each section of the country. Men not afraid to work and who sell with their heads rather than their feet. Must be steady workers, possessing rugged perse-

SITUATION WANTED

A CAPABLE CIGAR FACTORY EXECUTIVE AGGRESSIVE with initiative and executive ability to handle large factory or factories, capable of starting chain of factories; will be open for position shortly. Address Box Z, care of "The Tobacco World."

The Tobacco World

Established 1881

VOLUME 43 MARCH 1, 1923 No. 5

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

PRICE: United States, Canada, Cuba and Philippine Islands, $2.00 a year. Foreign, $3.50.

Harry Blum's
NATURAL BLOOM
QUALITY CIGARS

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

THE ADVERTISING SENSATION OF 1923

Sky Writing

HAVE YOU SEEN IT?

LUCKY STRIKE CIGARETTE

The name of this famous brand written in the sky—two words, "Lucky Strike", six and a half miles long. Two miles up, standing out against the blue, in letters a mile high.

Thousands and thousands are seeing this greatest of all posters scheduled for 130 cities this Spring. The most stupendous advertising feat of the century.

Guaranteed by
The American Tobacco Co.
INCORPORATED

TUVAL

MADE-IN-BOND AT TAMPA

Good business sense has made it both necessary and profitable for every retailer to carry at least one brand of guaranteed Clear Havana Cigars.

The Made-in-Bond Stamp is the U. S. Government Guarantee that TUVAL cigars are manufactured entirely of imported Havana leaf.

Two generations of clear Havana cigar manufacturing by Marcelino Perez & Co., have won for TUVAL the respect and confidence of the lovers of good cigars.

Marcelino Perez & Co.

4-6 White Street, New York City

IT'S NEW

—our method of manufacturing cigar boxes—and so efficient that we are now able to supply your demands for quantities in a very short period of time.

MONROE JARRETT SONS

MANUFACTURERS OF CIGAR BOXES

S.W. COR. RANDOLPH & JEFFERSON STREETS

PHILADELPHIA, PA.

La Flor de Sanchez Y Haya

THE OLD RELIABLE BRAND OF

CLEAR HAVANA CIGARS

Ignacio Haya

THE ARISTOCRAT OF

THE HAVANA FAMILY

MANUFACTURED BY

SANCHEZ & HAYA CO.

FACTORY No. 1 TAMPA, FLORIDA

LA MEGA

Clear Havana Cigar

MADE-IN-BOND

LA MEGA is made only in the finer grades.
More than 50 shapes and sizes to select from.
Prices and terms cheerfully furnished upon application.

V. GUERRA, DIAZ & CO.

TAMPA, FLA.

IT'S A REAL SELLER

"NEW SOUTH"

OUR efforts have been devoted to seeing how good a cigar we could manufacture to retail at FIVE CENTS and still leave a legitimate profit for the jobber and retailer.

Increasing orders from our customers indicate that **"NEW SOUTH"** has won the approval of smokers wherever introduced.

We have enlarged our facilities to meet the growing demand, and at present there is territory open for energetic jobbers seeking an exceptional Five-Cent Cigar. We have it.

CURRY & SMITH

ORLANDO - - FLORIDA

Volume 43

THE TOBACCO WORLD

Number 5

Established 1881

A SEMI-MONTHLY

For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, MARCH 1, 1923 Foreign $3.50

EDITORIAL COMMENT

THE picture which comes to our minds after reading almost three columns of explanations about the Tobacco Show in the February 17th issue of our esteemed contemporary, "The Tobacco Leaf," is that of the small boy, who in endeavoring to escape over the fence was caught by the slack of his pants on one of the pickets and left dangling there.

It seems to us that the fact that the great majority of exhibitors were satisfied, and that to a number of them it was a profitable venture, should be accepted as evidence that a Tobacco Show has its points of merit and that there was justification for the support given it.

The continual harping on the mercenary management strikes us amusing. We presume from what we have read that it would be perfectly proper for a tobacco trade paper to run the show, or for an association to run one for profit, but that no one outside of the industry is entitled to do so. Or perhaps we are approaching the era when profits in all lines will be eliminated, and all goods will be furnished for love and affection.

We are reminded of a conversation we overheard in the club car of an extra fare train running between New York and St. Louis. The train was approaching St. Louis and was running late. The gentleman next to us sat with his watch in his hand, and finally exclaimed with a sigh, "Well I hope it is late so I can get a rebate on the extra fare." He had paid an extra fare in order to save a few hours time, and then hoped the train would be late so he could get some of the extra fare back.

Our contemporary admits having space at the show, but apparently was hoping nobody would come, since it refrained from editorially endorsing it.

What object some of our New York contemporaries have in endeavoring to discredit the show, is not clear at this time, but the Ethiopian in the cordwood will no doubt emerge sooner or later.

Our first lesson as a cub reporter was taken from a travelling ball of fire, personified by the city editor. It was that neither he nor the readers of the paper were interested in explanations.

THE December and January cigar production figures should certainly give cause for optimism, reflecting as they do the healthy condition of the cigar business. December gained almost one hundred million over December, 1922, while January, 1923, gained more than one hundred and fifteen million over January, 1922.

Equally interesting are the figures showing that all classes except D shared in this recovery. It looks as if the sizes selling for fifteen cents and three for fifty have lost ground in reality.

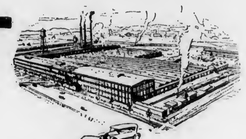
The fact that production increased not only in December but in January as well, would seem to indicate that the coming months will be highly favorable for the cigar business. It is encouraging for the trade in general to learn that the demand for cigars is improving, and that in turn means that more smokers are turning to the cigar as the most enjoyable form in which tobacco can be consumed.

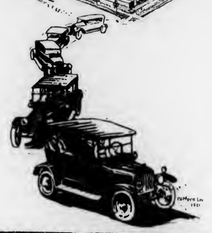
WE do not know how many of our readers follow the general trend of business as a criterion of the prospects of their own trade, but for ourselves these outside indicators constitute the real business barometer.

Our horizon becomes rosy-hued when we read that the iron and steel industry is running at present far beyond the output of any pre-war year. We are further cheered by the news that railroad traffic exceeds all records at this time of year, and that never before have such large orders for equipment been placed by the railroads. Oil and copper are strength-

(*Continued on Page 19*)

DETROIT





Employment in Detroit is at Top Mark—"Tuval" Always in Demand—C. F. Becker Company Take on "Blackstone"—Fred Charles Gives Detroit the Double O—C. E. Howell & Co. Take on the "Lucas"

Detroit, Mich., February 25, 1923.

THE labor barometer of metropolitan Detroit this week shows employment of more than 300,000 men in the various factories. Employment is at top mark. Stores reflect city's prosperity and the trend of business since the first of the year is declared satisfactory, conditions hold promise of an exceptional year in all lines.

Albert Worch, president of the Worch Cigar Company, St. Paul, Minn., has been sojourning in our midst for a few days. I understand that Albert is here campaigning for an old friend who is running for re-election as judge.

George W. Stockings (Arango Arango), "San Sebastian" cigars, called on the trade here last week.

Fred Charles, of the Charles Cigar Company, York, Pa., makers of "Mohawk Chief" cigars, gave the city of Detroit the once over this week and signed THE TOBACCO WORLD register at Bert Johnson's.

S. P. Coe and J. C. Howard, of Faber, Coe & Gregg, Incorporated, were recent visitors, who reported business to be fine.

Harvey Veerland, of Benson & Hedges, blew in town this week and only lingered long enough to write up some nice fat orders on his various brands of high grade cigarettes and tobaccos.

J. F. Anderson, of Celestino Vega & Company, "La Venga," a real Havana cigar, spent a few days here last week, looking over conditions on his brand, which is a very active seller on our market.

E. P. Oakes (E. H. Gato Cigar Co.) of "Cressida" fame, and ambassador-at-large for all the fast selling brands manufactured by his company, paid his respects to the city of Detroit this week. Fred says, he enjoyed a fine business last year and that this year has started off with a rapid stride. Fred secured his usual fat order from the Watkins Cigar Stores Company on "Cressida" country club, which are big sellers with them and also one of their feature brands.

Mort Hammer (Marcelino Perez & Company), "Tuval" cigars, made his bow to Detroit this week with his new line, his first appearance in our midst since lining up with the "Tuval" factory. Mort will always get some nice business when he hits Detroit, for "Tuval" cigars are well known to Detroit smokers and are distributed by our good friend, Bert Johnson, who has them well displayed at his various stands.

Sidney Strauss, western representative of the American Box Supply Company, is on a visit to the home office, but will soon depart for the far west with his new sample line.

The Charles F. Becker Company have taken on "Blackstone" cigars (Waitt & Bond) for distribution in Detroit and vicinity. An extensive campaign will be conducted on "Blackstone," and specialty men will be on the job to work with the distributor's salesmen.

Frank Reszke, the Fort Street cigarist, had the misfortune of slipping on the icy sidewalk last week, breaking his arm. From last reports Frank was able to be out and was down looking over the cash receipts, which seemed to please him, as he wore the smile of contentment.

J. E. Riordan (Grosvenor Nicholas & Co.) called on the trade here last week and reported a very satisfactory business on his line of imported cigars and "Trebor" pipes.

George Becker, the Park & Tilford ace, has been sojourning in our midst for a few days. George says he is having a wonderful busines on his brands and that "Tilford Cigars" are growing more popular each day and are repeating in sale everywhere.

Charles J. Spietz, "The Master Blender" of the Spietz Cigar Company, manufacturers of "Robert Emmet" cigars, who has been confined to his home for several weeks, is able to be out again and on the job as usual.

J. M. Cuyar (Andres Diaz & Co.) was a recent visitor to our city and made the rounds of our leading retailers and principal clubs.

R. E. "Doc" Watkins, of the Watkins Cigar Stores Company, has returned from a business and pleasure trip to Tampa and St. Petersburg, Fla.

Jacob Mazer, of the Mazer Cigar Manufacturing Company, manufacturers of "El Javana," "Humo," "Dime Bank," "Detroit Hand-Made" and several other fast selling brands, has returned from a trip to Chicago and the Middle West, where he has been calling on his company's distributors.

Carl Lavey, of the I. Lewis Cigar Company, Newark, N. J., was a recent visitor to the city of Detroit, where he has been looking after the interests of his company's brands.

Ralph Damon (Ruy Suarez & Company), "Planco" cigars, has returned from a ten days' trip through the State, where he had wonderful business on "Planco" cigars.

Robert H. Patterson, of Val M. Antuono, Tampa, Fla., made his debut in our city last week with "Duponts," which is Havana wrapped and Havana filler, to retail at ten cents.

Herbert W. Coe (Stephano Bros.) accompanied by D. F. McVey, the "Ramesis" booster, called on the trade here last week.

Philip M. Forrestall, of Waitt & Bond, Newark, N. J., manufacturers of "Blackstone" and "Totem" cigars, was a recent visitor to our city.

Tommy Burns and Robert M. Reilly, Jr., have taken over the cigar stand in the lobby of the Old Whitney Building at 1140 Griswold Street, which will be operated under the firm name of the Burns Cigar Company. Tommy and Bob are well known in the cigar busines in the city of Detroit and we wish them success in their new adventure.

Claude E. Howell & Company have taken on "Lucas" cigars, for distribution in Detroit and vicinity. "Lucas" cigars are a product of the Spietz Cigar Company, and is Java wrapped, retailing at two for a quarter, fifteen cents straight and three for fifty cents.

The cigar department of the Callen Drug Company, located at Randolph and Macomb Streets, has been sold to the G. C. Damon Cigar Company, who operate a chain of stores all over the city.

Moe Schwarz, of Arguelles Lopez & Brother, "Tadema" Havana cigars called on the trade here last week, and reports a very satisfactory business over the entire route covered.

Harry Bashett, who formerly covered this territory for the Mi Loa Cigar Company, Milwaukee, has resigned to accept a position with Park & Tilford. Harry is well known in the cigar industry and has many friends in the trade, who will be glad to hear of his new connection. So we, one and all wish him much succes with his new line.

John T. Woodhouse, of John T. Woodhouse & Company, has returned from a business and pleasure trip to New York City.

R. R. ("Dick") Tobin, of the Falk Tobacco Company, and known as the ace of Michigan, has returned from a trip to the northern part of the State. Dick reports increased business on all of his company's brands, throughout the entire State, and he is out to make 1923 the banner year.

J. W. Klein, division manager for Larus Brothers Company, Richmond, Va., made the rounds of the trade here last week and signed THE TOBACCO WORLD register at Watkins Cigar Store.

Martin M. Wilson, of the Andora Cigar Company, Albany, N. Y., called on the trade here last week.

W. W. "Doc" Rosebro, president of F. Vega & Company, manufacturers of "Las Vegas" cigars, has returned from a very successful business trip in the southwest and western territory, where he found "Las Vegas" hitting on all six with his various jobbers.

Mark Levine, of H. Duys & Company, New York City, called on the Detroit manufacturers last week.

E. W. Marlin (V. Guerra, Diaz & Company), "La Mega" cigars, called on the trade here last week and signed THE TOBACCO WORLD register at Bert Johnson's.

Ralph Ulheck, of M. J. Lopez & Company, New York, N. Y., was on the list of arrivals in the Dynamic City last week.

Henry Mazer, secretary and treasurer of the Peninsular Cigar Company, estimated the damage done to their stock at $50,000 when fire destroyed the Shekell Storage Company last week.

"Please, Sir, father wants to know if it is true that there is such a thing as a tobacco trust?" "Yes, my lad, there is," replied the man. "Well, father would like to be trusted with a half-pound box."

Yours truly,

Mike of Detroit

BAILEY BROTHERS WELL SATISFIED WITH SHOW

Following is a letter received by Mr. Harry Cochrane from Bailey Brothers, manufacturers of "Carolina Royal" cigarettes:

February 21, 1923.

Mr. Harry A. Cochrane, President,
National Exposition Co., Inc.,
Suite 332, Hotel McAlpin,
New York City.

My dear Mr. Cochrane:

Re: International Tobacco and Allied Trades Exposition

It might be of interest to you to know of the reaction obtained as the result of exhibiting at the recent Tobacco Exposition conducted by you.

Our *signed* Visiting List shows that we came in personal contact with over 10,000 people consisting of Jobbers, Retail Dealers, and Consumers.

We met numerous of our old customers from various parts of the United States and opened new jobbing accounts from Maine to California.

To have come in personal contact with these people through *regular* business channels, would have at least required a period of eighteen months and entailed an expense of over twenty thousand ($20,000) dollars and then they would not have been as approachable as they were at the show.

We consider that we have been more than amply repaid for the expense incurred in conducting our exhibit.

We believe that in view of the success of the recent Tobacco Exposition from an Exhibitor's standpoint, that you will have applicants which will oversubscribe the amount of space available for next year's show.

It is our intention to contract for space in the next Tobacco Show and will be much pleased if you will mail us contract for same.

Cordially yours,
BAILEY BROTHERS, INC.,
By (Signed) M. D. BAILEY, JR.,
Vice-President.

MDB:GK

UNITED STOCK REACHES TOP

It is believed that the fact that United Retail Stores stock reached the top for this year yesterday is due to the report that plans for the dissolution of this combine will soon be announced, and that the terms of this plan will include the giving of certificates representing a pro rata share of the assets of the Stores Company to the holders of the stock. The general opinion is that these certificates will be equal in value to $100 for each share of stock held.

TAMPA

Cigar Mfrs. Assn. Hold Barbecue — Hava-Tampa Co. Building Addition—Mrs. Pendas Presented With Splendid Tribute

Tampa, Fla., February 26, 1923.

THE most important event in the cigar circles of Tampa for many years was the reunion and barbecue offered by the Cigar Manufacturers' Association yesterday to its members and friends, at the Gutierrez Park, near the mouth of Palm River, parallel to the Alafia River Road. It was in this beautiful natural park, amid a thick forest of palmettos and tropical plants typical of Florida, that a representative crowd of about one hundred manufacturers and guests, seated at noon around a long rustic improvised table, to partake of a menu partially cooked on the grounds, that was good for the gods of the Olimp, and was made more appetizing by the salty breeze and soft sunshine percolating through the foliage of the giant palmetto trees. It was a jolly, happy, orderly crowd, in which all the elements connected with the cigar industry were represented, and among which the most friendly spirit reigned supreme. At the end of the repast, when the aromatic coffee was served, several orators delivered addresses pertinent to the occasion, expressing their satisfaction for being together as united in an act of jollification, as has been in the past in the struggles for the welfare of the industry.

Among the most notable speeches were those delivered by former Mayor Honorable D. B. McKay on reminiscences of the past, giving due credit to the cigar industry as the foundation on which the present prosperous city of Tampa was built. Honorable Peter O. Knight followed with a masterpiece of oratory commending the perseverance and fortitude of the pioneers of the cigar industry and their late associates, in laboring for long years through great trials and tribulations to build up the reputation and present prosperity of their great industry. Enrique Pendas, who is affectionately called the father of the association, delivered a characteristic speech in which he praised all the elements in and out of the cigar industry that had lent their support to the leaders at all times and in all circumstances and exhorted the members of the association to march together towards the goal of the utmost cordiality and good will among themselves, and between employers and employes, treating these kindly and doing them justice in their legitimate aspirations.

The speeches were ended by President Laureano Torres, great Chief Cook, organizer and supervisor of the reunion, who modestly begged leniency for faults that did not occur, and thanking the guests for their attendance. It was well in the evening when the last attendants left the grounds, carrying with them pleasant recollections of the happy event, and the impression that they belong to a great brotherhood in whose hands their interests, and the future of the cigar industry of Tampa, are perfectly safe.

Day by day and step by step, the cigar industry of Tampa is advancing and demonstrating its great importance, and every indication is that a new record of production will be established before the end of the present year. The short respite taken since the middle of January, was necessary to take a deep breath for the continuance of the race started last year, and it is safe to predict that it will be a race without halt until all past records are surpassed.

The Hava-Tampa Cigar Company has again outgrown their capacity, and are hastily extending their large building, with a four-story addition that will go through from Twenty-first to Twenty-second Streets, covering a space alongside Tenth Avenue of 200 feet, with sufficient capacity to produce 1,000,000 cigars every two and one-half days. This is the third addition that this company has made during the last two years, which by itself tells the story of the phenomenal growth of their business.

The house of Salvador Rodriguez & Company has taken the stand of continuing its glorious traditions, and is prepared to go full steam ahead. The same force that has helped to attain its high reputation is determined to preserve it as will be demonstrated by the quality of the cigars they are turning out at present; they are confidently awaiting the verdict of the public, and are prepared to meet the expected growing demand for "Charles the Great" cigars from the trade.

The Consolidated Cigar Corporation, under the able supervision of Ben Cosio, has produced 1,000,000 cigars in 24 days, and yet finds it necessary to employ more hands to catch up with orders.

Francisco Escalante, of Jose Escalante & Company left on the 15th for Spain, and will remain for a while, taking a well earned vacation at his native home in the Province of Santander. Mr. Escalante sailed directly from Tampa to Spain, in one of those steamers plying between Tampa and the Atlantic ports of Portugal and Spain; for Tampa is becoming rapidly one of the most important international ports of the United States on the Gulf of Mexico.

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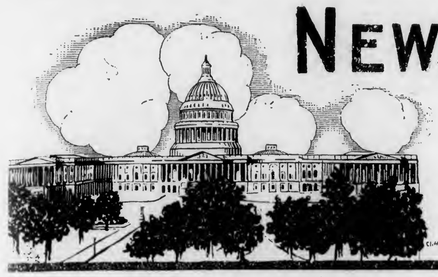


NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

Washington, D. C.

THE elimination of excess varieties in all lines of merchandise, planned by the United States Chamber of Commerce, may be extended so as to take in cigar and tobacco containers, and, possibly, cigar sizes. The plans of the chamber contemplate not only a drive against excess varieties in production, but also the use of unnecessary forms, such as order blanks, receipts, shipping manifests, etc., so as to bring about some uniformity and consistency of practice. Hundreds of varieties of printed forms are used in the various industries while, it is claimed, better results can be obtained through the use of a much smaller number.

The campaign will be under the administration of the domestic distribution department of the chamber, which is issuing a pamphlet illustrating the work which is to be undertaken. "A period in distribution has arrived when the demand is insistent that distributors shall manifest an active interest in the betterment and progress of that branch of business through which they serve the public," it is declared, "and our duty as the domestic distribution department of the Chamber of Commerce of the United States places us squarely before industry as an agency to co-operate with it to the extreme limit of our capacity."

The first detailed figures made public by the Department of Commerce showing imports under the new tariff law, indicate that the new measure did not, as was feared would be the case, have a deterrent effect upon importations. For the period from September 22, when the new law became effective, to October 30, imports totaled $345,082,699, as compared with $188,007,629 for the month of October, only, 1921. While the 1922 figures cover a period longer by nine days than that of 1921, the difference in the total imports is so great as to show that the tariff law cut no figure.

The department's statistics show that imports of manufactures ready for consumption during October, 1921, amounted to $51,666,778, while for the period September 22, October 30, 1922, they totaled $71,952,425. Imports of manufactures for further use in manufacturing in 1921 amounted to $27,665,307, while for the 1922 period they totaled $65,684,640. Imports of raw materials totaled $59,498,880 in the 1921 period, while during the period under discussion in 1922 they amounted to $137,378,152.

During the month of November, according to preliminary figures just received by the department, imports totaled $294,000,000, as compared with $276,082,669 in October, and $298,493,403 in September, the large total of the last-named month being due to the effort to get large quantities of goods into the country before the higher tariff law became effective. The reports to the department show that the November imports were greater by nearly $3,000,000 than those of the same month of 1921.

The confusion which usually makes its appearance at this time of the year, regarding what may and what may not be deducted from income in computing income taxes, is again manifesting itself, according to officials of the Internal Revenue Bureau, who, at the request of the Washington Bureau of THE TOBACCO WORLD, have outlined some of the more important items which enter into the average businessman's income tax return.

While, ordinarily, income is money, it is pointed out that it does not follow that all money is taxable income. Salaries and wages, of course, are taxable, but businessmen have certain allowable deductions in addition to those permitted as the head of a family, etc.

To determine the amount of net income a man in trade or business may claim as deductions from gross income a reasonable allowance for salaries paid employes, amounts spent for advertising, premiums for insurance against fire or other business losses, rent paid for store or warehouse, the cost of light, fuel, water, telephone, stationery, postage, etc., used in his place of business, drayage and freight bills, and the cost of operation and repair of delivery wagons or trucks.

However, a storekeeper may not clothe himself and family with goods taken from the store and deduct the cost of the clothing as a business expense, nor may he make any deductions for charges incurred in the upkeep of a home or support of a family, other than the $2000 allowed the head of a family with an income of more than $5000, the $2500 allowed the head of a family with an income of less than $5000, or the $1000 allowed a single person regardless of income, plus the allowance for dependents.

It is pointed out, also, that business expenditures are not always deductible as business expenses. For

(*Continued on Page 16*)

PHILADELPHIA.

MANY PHILADELPHIA DEALERS TAKING ON RADIO PARTS

It is hard to tell from a casual look in the windows of many stores just what business they claim to be in for nearly all stores, having a display window on each side of the door are displaying radio parts on one side and cigars and tobacco on the other. It seems that the radio game is taking most of their attention; if you happen to go into the store you have to wait your turn at the radio counter while it is no trouble at all to get right up to the front at the cigar counter, but getting up to the front does not always secure immediate attention for you either (if you want cigars).

DELP LEAVES GUMPERT BROTHERS

The many friends of Francis K. Delp will be surprised to learn that he has severed his connection with Gumpert Brothers, where he held the responsible position of confidential secretary to the late Richard Gumpert for many years, and was more recently treasurer. Mr. Delp has accepted a position with the University of Pennsylvania as official photographer, since photography has been his hobby for several years. W. H. Hartley, of Schible & Hartley, will join Gumpert Brothers, and visit the local dealers and have charge of the office.

SAMUEL TREXLER DIES

Samuel W. C. Trexler, of Rosemont, died on Monday, February 26, at the University Hospital, following an illness of several months. His death was due to heart disease. Mr. Trexler was forty-six years old, and a prominent clubman.

He was secretary and treasurer of the Natrona Cigarette Company, of Sixteenth and Sansom Streets, this city, and was also president of Trexler & Company, manufacturers of automobile accessories.

The funeral was held March 1st at St. Thomas Church, Whitemarsh. He is survived by three sons, Samuel, Jr., George and William.

M. J. DALTON TO MOVE

The old established store of M. J. Dalton at 111 South Thirteenth Street is making preparations to vacate this desirable location and move to a new stand on South Eleventh Street, in the very near future.

H. HIRST NEW VICE-PRESIDENT OF BAYUK'S

At the meeting of the board of directors of Bayuk Brothers, on February 16th, Harvey Hirst was elected to the office of vice-president. Mr. Hirst has many friends in the industry who are really delighted at this recognition which he has received after many years of successfully managing the financial and sales departments of this well-known house.

LIBERMAN SALES MANAGER LEAVES FOR THE SOUTH

H. L. Bush, of the firm of the Liberman Manufacturing Company, manufacturers of power bunch machines, and suction tables, has left for Tampa, and other southern points after being at the home office for a few weeks. Mr. Bush came north a short time ago to attend the Tobacco Show in New York City, and reports very satisfactory results obtained from their participation in the show. The Liberman Company is well satisfied with the reception their machine is receiving on every hand.

LONG TERMS FOR BANDITS

Two old offenders, who have served time in a number of places, were sentenced to eight to twelve years each in the Eastern Penitentiary on January 29th, by Judge Searles, after they had been convicted on eleven indictments arising from two hold-ups in this city. Their last job, and the one for which they will serve time, was the hold-up of the United Cigar Store at Frankford Avenue and Orthodox Street, on January 2d, this year, when they got $90, while holding the clerk and some customers at bay with drawn revolvers.

G. H. P. BUSY AS EVER

The G. H. P. Cigar Company, manufacturers of "El Producto," is still trying to meet the steady demand for their popular brand.

Sam Crabosky was in New York recently looking after some good leaf.

A new window display of five pieces is being placed with the dealers and much favorable comment is being heard on all sides in regard to this truly work of art.

SURVEY OF THE LEAF MARKET 1922-23

The following survey of the Leaf Tobacco Market is taken from the United States Department of Commerce Reports:

"In the cursory glance backward over the important features of the leaf tobacco industry during 1922, many conditions have arisen which engrossed the attention of all factors in the industry, and certain developments have required the consideration of some of the most resourceful men in the trade. Though the 1921 crop, which was marketed largely in 1922, was about 35 per cent. less than the crop of the previous year, many unfavorable conditions were reflected in the sale of this crop.

Cigar-Leaf Stocks in 1922

"As a result of increased production of cigar leaf and the pronounced decrease in the cigar output during 1921, reasonably large stocks were on hand at the beginning of 1922. With the decreasing trend in cigar consumption, the prospects for expeditious and satisfactory sales were not in evidence. Subsequent developments, however, reflected favorably for a more successful year than had been anticipated. The decline in Cuban production from 541,000 bales (1 bale =about 125 pounds), to 403,000 bales, the small and inferior crop of Porto Rican tobacco, the decreased production of Manila tobacco, and the scarcity of desirable tobacco in the Sumatra crop proved inuring factors in the marketing of our cigar leaf tobacco and not only were all desirable shade-grown, Connecticut primed, broad leaf, and the approximate 28,000 bales of Sumatra absorbed by the trade, but about 10,000 bales of the 1920-21 crops which had accumulated in this country, were also readily disposed of at satisfactory prices. Stimulated by those conditions, the market for the Wisconsin, Pennsylvania, and Ohio tobacco likewise gained much impetus and before the end of the year practically all of the crop had been lifted from first hands. However, the market for Wisconsin leaf did not pass from the grower at satisfactory prices, and this situation engendered to some extent a favorable attitude toward forming the Northern Wisconsin Tobacco Pool."

PROSPECTS FOR 1923

What the ensuing year has in store for the tobacco industry can scarcely be conjectured with any degree of accuracy, but considering what has transpired during the past year, we may base an opinion as to the probable trend of the industry in 1923. It is safe to say, however, that the price level for the entire crop will show an advance over that of last season, even though it is problematical as to whether certain types will be marketed as expeditiously and as satisfactorily as may be desired.

The manufacturing industry is on a sound and prosperous basis; the inventories have been deflated and stocks have been reduced to reasonable proportions. The production and the consumption of cigarettes and cigars have been showing a gradual increase for the past several months and it is apparent that production for 1923 will equal, if not exceed, that of the past year, in which the cigarette production reached a total of 53,565,029,520 and the output of cigars amounted to about 7,500,000,000. Statistics on the total exports of tobacco show a decline of approximately 84,000,000 pounds for 1922, as compared with 1921, though the quantity of cigarettes exported shows an increase of about 3,000,000,000 as compared with the previous year. In view of the fact that the total production of leaf tobacco for 1921 was approximately 250,000,000 pounds less than the five year average for 1918-22, this decrease in exports should not be regarded as indicative of excess surplus stocks on hand.

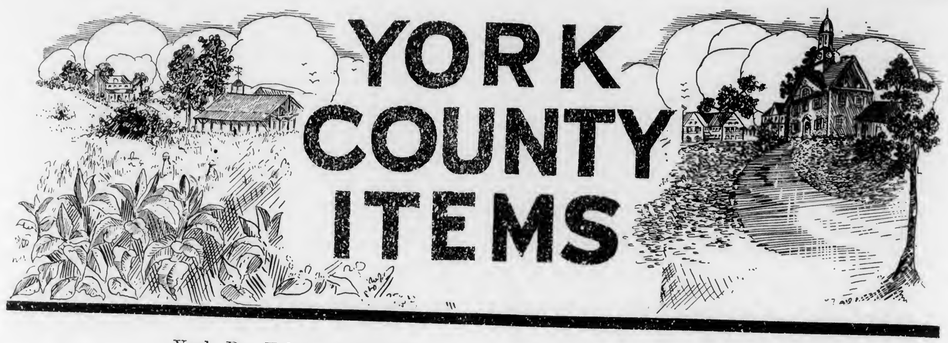
The estimated yield of the 1922 crop of leaf tobacco in the United States is placed at 1,325,000,000 pounds. The production of Europe, not including Russia, is estimated at 325,000,000 pounds, which, with the increased production in Cuba, Porto Rico, and the Dutch East Indies, and with normal yields in other producing countries, will suffice for any probable increase in consumption and replenish the normal stocks of tobacco usually held in various world markets.

The only countries in Europe in which any marked decrease in production is shown are Greece and Asia Minor; but as it is generally believed that the reasonable amount of Turkish tobacco, which is used in blending with the domestic product, accelerates cigarette consumption, this should not in way influence the price of domestic tobacco, but may prove a handicap to our manufacturing industry.

Quantity Production Problem

In view of the good prices which continue to prevail, the greatest problem with which the tobacco industry will probably be confronted in 1923 is quantity production. The production in most of the important producing countries of the world is showing a gradual increase. Many countries which have been depending largely on the United States for their supplies of tobacco are encouraging extensive tobacco cultivation in order to render them more independent of foreign purchases. The trend in many countries toward a more intensive farming directly affects tobacco production, inasmuch as financial returns per acre for tobacco growing are greater than for most any other commodity; consequently, there are more producers of tobacco in the world today than at any previous time. This is especially true in Germany, Bulgaria and Italy. There were ten times as many tobacco growers in Germany in 1921 as 1912. Japan's production of approximately 110,000,000 pounds of tobacco during the year 1922 renders the Japanese monoply largely independent of foreign purchases, except for a reasonable quantity of Manila tobacco and a few million pounds of bright and burley cigarette tobacco imported from the United States, which is used for blending purposes. From the best estimates obtainable, the tobacco production in China is approximately 150,000,000 pounds annually; but in view of its immense population and the increasing consumption of tobacco, China should be considered a valuable potential market for our cigarettes and cigarette leaf tobacco. Our exports during the past year to China increased approximately 50 per cent. over those for 1921.

Since American tobacco has already attained popularity in many foreign countries and has established prestige in many world markets, in view of the increase in production it would be unfortunate for it to be supplanted to an extent that our exports would revert to pre-war proportions. Therefore, it is hoped that the enterprising factors in the industry will employ their most ingenious methods not only to hold what has already been acquired in the export field, but that every potential market will be exploited and the trade cultivated in order that any probable excess in production may be absorbed without reflecting unfavorably on the market for the whole.



York, Pa., February 27, 1923.

WITH but few exceptions, the factories here are all working to capacity, which is certainly unusual at this time of the year. This surely points to good business for 1923. We have always noticed that whenever you can get enough business men to think and talk good business, the results are bound to be good, because after all is said, it is really the business men that make business.

The York County Cigar Manufacturers held their monthly meeting on the night of the twelfth at Red Lion. The meeting was well attended in spite of the bad weather. There were about fifty members present, and many questions of real interest to the trade in general were brought up and discussed. President B. M. Hannigan, of the East Prospect Cigar Company, presided at the meeting. Quite a number of the members gave interesting talks.

C. N. Foreman & Company of Red Lion, have recently opened another branch factory at York, where they will try out colored labor. This being the first attempt in this section with colored help.

The Otto Eisenlohr & Bros.' plants at York and Red Lion have closed for two weeks vacation. The cigarmakers of the Red Lion plant were able, however, to find jobs in other factories where hands were needed.

Sam Etter of S. L. Etter & Son, North George Street jobbers, is reported on the sick list, suffering with an attack of the grippe.

Ellis I. Myers, of Celestino-Costello Company, reports business good, and the numerous calls for their brand "Round-Up" keeps the factory quite busy.

Blair Saylor, Center Square cigar jobber, has taken on the "Golden Eagle" a two-for-fifteen cent cigar, made by I. Lewis Cigar Company, and he says that it is taking well with his trade.

Max Kalish, City Leaf Tobacco Company, reports business good with a scarcity of medium priced tobaccos, namely, filler grades.

Charles Smith, York representative of the American Sumatra Tobacco Company, says that the product of his firm is selling big. Charlie has a large following in this territory on Florida tobaccos.

E. P. Gillespie, cigar manufacturer, North George Street, is now in Miami, Fla., combining business with pleasure. Mr. Gillespie with his factory manager were over to the Tobacco Show looking over the several lines of cigarmaking machinery. He says that they are thinking of installing some machinery to increase production at his plant.

Lloyd P. Myers, distributor for "York Imperial" and "Keen Kutter" cigars has built up quite a nice steady business on these brands. "Doc" has great faith in these particular brands, says he has tried them out thoroughly and the repeat orders prove that he is right in what he says, namely, that the brands are "the best of their kind, for the price."

John H. Baker Tobacco Company, manufacturers of short filler, report business on their line of scrap tobaccos shows continuous increase.

Robert Schubert Company, Inc., 124 Maiden Lane, New York, have opened a branch office in the Baker tobacco warehouse where a full line of imported Sumatra tobacco samples will be kept to better serve their customers in this section.

C. S. Gable says that his trade on "Hamilton Fish," "Douglas Fairbanks," and "Forum" is holding up and that the repeat orders for these brands are satisfactory.

We thoroughly enjoyed our visit to the Tobacco Show and the four days we spent there were very profitable, and to meet the numerous old friends in the business, is always a treat to us. We hope to have several goods things on display ourselves at the next show, unfortunately we could not get them ready for display at this time. We should have liked to have had our scrap cutter and separator, also our long filler bunching machine there. However, we will be there next time sure.

Some of the visitors to the show seemed a little disappointed. Thought there should have been more displays, which reminds us of the old lady making her first visit to the seashore, early in the morning while looking far out to sea, seeing all that the eyes could take in and acting rather unappreciative, she was asked by one standing near her, what she thought of the ocean, she replied, "Oh I am disappointed, I thought there was more of it." So it goes, you cannot please some people, because they do not know themselves what they really want. Taken all in all, the show was a good one, considering that it was the first attempt.

Pfaltzgraff Brothers, leaf dealers, report trade very good and they look for good business to continue throughout the year.

The Manchester Cigar Company, are continually putting on more cigarmakers to turn out more "Havana Cadets" which is certainly going over big with them.

(continued on Page 19)

THE Model L Universal Short Filler Bunch Machine has been developed and perfected by a practical cigar manufacturer as well as an experienced mechanical engineer. It satisfies the strong demand of cigar manufacturers for a short filler bunch machine that will give complete and uniform results regardless of filler conditions.

It is a saver of time and money, a guarantee of finely made, good smoking cigars. For the following ten reasons the Model L Universal is highly recommended for working short filler or large size scrap:

1. Uniform size and weight of bunches assured.
2. Short filler of unequal sizes handled efficiently.
3. Short, fluffy filler, because the tobacco is lifted from the hopper—a great improvement over the gravity method of feeding.
4. Damp or dry tobacco handled with equally good results.
5. A long, even rolling for better smoking qualities.
6. A very substantial labor saving.
7. Instant adjustment of weighing scale to meet all requirements.
8. Low cost of upkeep because not easily put out of order.
9. Straight or shaped work equally well done.
10. Makes right and left hand bunches.

The Model L Universal Short Filler Bunch Machine

Price $500

Complete With Folding Chair and ⅙ H. P. Motor

A specially designed folding chair goes with the Model L Universal Short Filler Bunch Machine. Complete satisfaction for both manufacturer and operator goes with it too.

Motor furnished to be AC 1/6 H.P., with wood base and wire connection (our Standard), 110 or 220 volt, 60 cycle, single phase; or DC 1/6 H. P. with wood base and wire connection (our Standard), 115 or 230 volt.

Motors varying from these specifications are special motors and subject to our prevailing prices

Price F. O. B. (Ex Works) Factory, Newark, N. J., U. S. A.

Universal Tobacco Machine Co.

116 West 32nd Street, New York, U. S. A.

Factory: Newark, N. J., U. S. A.

PRODUCING bunches of uniform size and weight, and simplicity of construction and operation, are the greatest assets of the Model L Universal Short Filler Bunch Machine. It handles both straight and shaped work with equal certainty. It is equipped with either a straight or a curved rolling table as preferred. Use of the straight table permits the making of right and left hand bunches on the same machine.

The filler is placed in the hopper and thence automatically carried by a conveying chain up and over the hopper and spread upon a moving feed belt. A revolving kicker above the belt evenly spreads the tobacco, which is then carried to an automatic scale, where it is weighed. When a predetermined amount of tobacco for a cigar has entered the scale the belt and conveying chain automatically stop. The scale is extremely accurate and the weight never varies from that for which it is regulated.

From the scale the tobacco is automatically deposited on a plate from which it is transferred by a pusher to the rolling apron pocket. A plunger presses the tobacco evenly in the pocket where a binder has previously been laid. The filler is now rolled into the binder and deposited directly in front of the operator where it is held in place by spring clips and ready to be placed in the mold.

The Model L Universal does not easily get out of order and nails, wire or other foreign substances that may accidently get into the hopper will not do any damage.

This machine is so timed that a capable operator can produce from 4500 to 5000 bunches per day of nine hours. Ten days time is ample to develop a skilled operator on the Model L Universal Short Filler Bunch Machine.

News from Congress

(*Continued from Page 11*)

example, a merchant may build an addition to a warehouse at a cost of $100,000. This is a capital expenditure for an addition to his assets, and capital expenditures are not deductible. A distinction is made between expenditures for an asset and expenditures in connection with an asset. If the merchant should, during the year, spend $500 for repairs to the warehouse, such as painting the roof or replacing broken windows, he may deduct that amount as a business expense.

The purchase price of an automobile, even when used wholly for business purposes, is not deductible, but is regarded as investment of capital. The cost of gasoline, repairs and upkeep, however, is deductible if the machine is used wholly in business. If used partly for business and partly for pleasure or convenience, the cost must be apportioned.

Traveling expenses, including the entire amount expended for meals and lodging while away from home, are deductible items when the trip is on business, but if on other than business purposes, all such expenses are personal. If a salesman is not reimbursed by his employer for his traveling expenses, or if employed on a commission basis with no expense allowance, his entire traveling expenses may be deducted from his gross income. If he receives a salary and is repaid by his employer for his traveling expenses, he should include in his return of gross income the amount of repayment and may then deduct the expenses. The employer, in his return, may deduct the amount reimbursed the salesman. A salesman receiving a salary and an allowance for meals and lodging should include the allowance in gross income, from which may be deducted the expense of meals and lodging.

Bad debts constitute a considerable item in the returns of many taxpayers and may be treated in one of two ways: by a deduction from income in respect of debts ascertained to be worthless in whole or in part, or by a deduction from income of an addition to a reserve for bad debts. Partial deductions are allowed with respect to specific debts only and can be charged off only by permission of the Commissioner of Internal Revenue.

Businessmen may also deduct from gross income losses on any transaction or from fire, storm, shipwreck or other casualty, or from theft, if such losses are not compensated for by insurance or otherwise. A manufacturer may be compelled to scrap machinery because it has gradually become absolete. He may deduct the loss sustained if he has sold or otherwise abandoned the old machinery. Usually, to be deductible as a loss, the assets upon which the loss has been sustained must have completely disappeared as a resource to the taxpayer.

If a taxpayer demolishes a building used in his trade or business and replaces it, he may deduct the loss sustained, including a reasonable allowance for depreciation and salvage, if any. But if he acquires as the site of a new building land occupied by an old building, demolition of the old building is not considered a loss.

Depreciation is also a permissible deduction from gross income, that being the amount which may be charged off for the exhaustion, wear and tear, including obsolescence, of property used in trade or business. Depreciation, however, does not apply to inventories or stock in trade, but may be claimed on all business properties, which include not only buildings, but machinery of a permanent character, automobiles, etc.

Interest on business debts and taxes upon business property, other than the Federal income tax, are deductible, but special assessments for local benefits, such as paving, are not. Personal indebtedness is also deductible. On the other hand, interest received, whether cash or credit, must be included in gross income.

The final date on which income tax reports may be filed is March 15, unless consent of the collector is secured to the filing by a corporation of a tentative report, to be followed by the complete report on or before June 15.

Corporations finding it impossible to complete their income tax returns by March 15, the date fixed by the revenue law, will be given an extension of time until June 15, provided they file a tentative tax return with their collector on or before a date three months following the close of the corporation tax year. The tentative return is to be accompanied with at least one-fourth of the estimated amount of the taxes due, together with a statement setting forth the reasons why the returns can not be completed by the date for filing ordinary reports.

If these provisions are complied with, the corporations then are permitted to take advantage of provisions in the law permitting payment of the tax in four quarterly installments, or three in addition to the one-fourth which accompanies the returns.

An effort may shortly be made to revive the agitation for a tariff rate of $1 per pound on so-called Turkish tobacco. Senator Shortridge, of California, states that he finds many of his colleagues more friendly toward the increased rate than they were when he made his fight in the Senate on behalf of the growers of that class of tobacco in California. The Senate is undecided whether or not to take the matter up with the tariff commission and have it act under the flexible tariff provisions of the McCumber-Fordney Act or to seek direct legislation at the hands of Congress. All matters pertaining to the revenues of the country must originate in the House of Representatives. It is thought possible that Representative Curry, or some other member of the California delegation in the House, may take the initiative and start the ball rolling for a higher rate. Taking Congress as a whole, there is little inclination to tamper with the tariff act, particularly in view of the fact that the Republicans declare the flexible provisions will take care of all situations.

TOBACCO BULLETIN REVISED

Farmers' Bulletin, No. 416, United States Department of Agriculture, "The Production of Cigar Leaf Tobacco in Pennsylvania" written by Dr. William Frear, has recently been revised and will be sent to any person requesting it.

Members of the industry are cordially invited when in Philadelphia to make the offices of

The Tobacco World

their headquarters, and to make use of our services in any and all ways. For conferences a private office will be placed at their disposal, if desired. Remember the address, 236 Chestnut Street, Philadelphia, Pa.

Telephone, Lombard 1768

SAN FELICE

FOR GENTLEMEN OF GOOD TASTE

The Nation's Choice For a Quarter of a Century

Two For 15 Cents

The Deisel-Wemmer Co.
MAKERS
Lima :-: Ohio

MARSHALL FIELD

Java Wrapped

5 Popular Sizes

PIONEER ..... 10c L. CORONA 15c
FIELD ..... 2 for 25c MARSHALL 15c
STANDARD ..... 3 for 50c

HOWARD F. PENT, President
CORAZA CIGAR CO.
7th & Cherry Streets Philadelphia, Pa.

The Liberman New Model SUCTION TABLE

ADJUSTABLE TO COMPEL PALM ROLLING

REQUIRES A MINIMUM OF THE FOREMAN'S ATTENTION

ROLLERS PREFER TO WORK ON IT

It is a fact that, because of the many improvements embodied in this Suction Table, of two nearby factories making practically the same size Cigar at the same price, the one equipped with Liberman New Model Suction Tables experiences less difficulty in keeping its plant working to maximum capacity because of the preference of the operators for the new model over the old style suction tables

CIRCULAR UPON REQUEST *Beware of Infringements*

LIBERMAN MANUFACTURING COMPANY
N. W. Corner 20th and Allegheny Avenue - - PHILADELPHIA, PA.

TOBACCO TAXES PENDING

The 1923 State Legislative season is now in full swing with some forty State Legislatures in session, and the T. M. A. is having a strenuous time keeping in close touch with the situation and meeting legislative developments affecting the tobacco industry as they occur.

It seems that quite a number of states are in need of revenue and some of them are considering tobacco as a possible source. Apparently all forms of tobacco products are being placed under the microscope to see if they hold any revenue possibilities. In some States, interest is centered on cigarettes alone, in others on cigars and cigarettes, and in still others on all forms of tobacco products. For example, the following is quoted from a special bulletin recently issued by the T. M. A. to the cigar trade:

"We call your special attention to the following measures particularly affecting cigars:

North Dakota

House Bill No. 248, levying a tax of 10 per cent. on cigars retaining at ten cents or over, 20 per cent. on cigars retailing at twenty cents or over.

South Carolina

House Bill No. 490 taxinfi cigars as follows:

Small Cigars, 50 cents per M.

Large Cigars:

Class A, $1.50 per M.
" B, 2.00 " "
" C, 3.00 " "
" D, 4.00 " "
" E, 5.00 " "

Washington

The House Committee on Revenue and Taxation is seriously considering the imposition of taxes on cigars, cigarettes and tobacco."

In Iowa too a bill has since been introduced levying a sales tax on cigars and tobacco.

The T. M. A. is keeping a vigilant watch over the entire situation and is making every proper effort to the end that such legislation may be defeated wherever proposed and its efforts are being splendidly supported by the trade.

Insofar as cigars are concerned, Mr. Dushkind points out in addition that such taxes may possibly mean an additional tax to the Federal Government for if the five-cent cigar should be sold at two-for-eleven cents, the Federal Government may claim that the cigar is automatically removed from class A to class B, carrying with it the additional revenue tax of class B cigars. Of course, similar results would follow with respect to the other classes of cigars.

DAVE SAQUI VINDICATED

In a decision handed down by the Hon. Harold F. Coffin, United States District Court Referee in bankruptcy, in the matter of Dave S. Saqui v. Walter E. Olsen & Company, "Dave's" participation in the matter was vindicated in a very satisfactory manner. The decision was in part as follows:

"This fact is merely mentioned to overcome the very serious contention of the bankrupt that Saqui's conduct in that respect rendered him an unfit employee and brought about his constructive discharge, a severance of the parties' relations and an end to the contract. With that contention I am unable to agree in any respect. What was done by him at the time creditors advanced their claims, was an act fully consistent with his relations to the bankrupt, no fraud or other wilful misconduct having been either asserted or proved in that connection. Moreover, the bankrupt was fully advised of the filing of the petition, and given ample opportunity to attach it before adjudication. It, however, took no steps in that direction, but allowed the proceeding to take its normal course. The contract is a personal one with Saqui. It required the devotion of his personal time, attention, skill and ability. These he gave until he was put out of employment by the bankruptcy. His standing in the trade is undoubted."

This opinion of the Court disposes of any statements concerning Mr. Saqui made by Walter E. Olsen, former president of the company.

JANUARY CIGAR PRODUCTION SHOWS FINE INCREASE

The following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of Internal Revenue collections for the month of January, 1923. (Figures for January, 1923, are subject to revision until published in the annual report):

Products		*January, 1922*	*January, 1923*
Cigars (large)			
Class A	No.	161,167,915	208,937,195
Class B	No.	96,143,480	138,558,000
Class C	No.	176,359,266	201,841,712
Class D	No.	8,078,143	7,927,688
Class E	No.	1,511,998	1,918,791
Total		443,260,802	559,183,386
Cigars (small)	No.	61,495,000	52,146,000
Cigarettes (large)	No.	1,582,590	1,799,364
Cigarettes (small)	No.	3,705,516,463	5,349,771,046
Snuff, manufactured	lbs.	3,276,981	3,543,895
Tobacco, manufactured	lbs.	30,938,009	33,545,630

Note: The above statement does not include tax-paid products from Porto Rico and the Philippine Islands. This information is shown in supplemental statement.

SUPPLEMENTAL STATEMENT

(Tax-paid products from Porto Rico for the month of January.)

Products		*January, 1922*	*January, 1923*
Cigars (large)			
Class A	No.	494,950	4,809,700
Class B	No.	731,175	397,385
Class C	No.	4,954,490	3,813,302
Class D	No.	105,550	35,650
Total		6,283,035	9,464,252
Cigars (small)	No.	800,000	.....
Cigarettes (small)	No.	100,000	42,000

(Tax-paid products from the Philippine Islands for the month of January.)

Products		*January, 1922*	*January, 1923*
Cigars (large)			
Class A	No.	7,379,290	22,875,185
Class B	No.	731,175	397,395
Class C	No.	68,064	145,452
Class D	No.	200	25
Class E	No.	.....	1,190
Total		8,178,729	23,419,237
Cigarettes (small)	No.	4,973	180,730
Tobacco, manufactured	lbs.	25	502

York County Items

(continued from Page 14)

Charles Soliday of Charles J. Waxelbaum & Company, New York, was calling on the York County manufacturers with a line of imported Sumatra tobaccos.

Allen Kauffman of A. Kauffman & Bros., Inc., boxmakers, reports business has been good with them and still running full up.

JAY BEE.

Editorial Comment

(Continued from Page 7)

ening in demand daily. Manufacturers of woolen goods have been swept off their feet by the orders of the clothing manufacturers, and despite the stiff advances in this line. The stock market has been hitting "million-share-days."

Who says business isn't good, and getting better?

Tampa Items

(Continued from Page 10)

In anticipation of the big demand for Tampa made cigars, our manufacturers are going to Cuba in search of good tobacco to reinforce their present holdings. To those already gone, Joe Perez, of Marcelino Perez & Company, and Bernabe Diaz, of F. Lozano Son & Company, have to be added, having left yesterday for Havana on board of the P. & O. Steamship "Cuba." Others will follow, among them Mr. Celestino Vega, of Celestino Vega & Company, who will probably leave Tampa next week.

A handsome act of recognition of service took place last Tuesday, the 20th, at the residence of Mr. E. Pendas, when a committee composed of members of the board of directors of the Cigar Manufacturers' Association, presented to Mrs. Pendas in the name of the association a beautiful eight-day chime clock, with sterling silver scroll inlaid on the front, bearing the following inscription engraved thereon:

"Presented to Mrs. Enrique Pendas by the Cigar Manufacturers' Association of Tampa, as a token of gratitude for her faithful co-operation in the labors her husband has performed for the welfare of the association."

The gift and the presentation was a complete surprise to Mrs. Pendas and her husband, who were almost overcome by the delicate and unexpected expression on the part of the association, of a virtue that is not very common in this day, when selfishness prevails and gratitude is as scarce as the proverbial hen's teeth. For civic virtues, as well as for progress, no city has anything on Tampa.

VERITAS.

BAYUK BROS.' GROSS EARNINGS FOR 1922

Report of Bayuk Bros.' earnings for 1922 showed gross earnings of $2,346,775 as compared with $1,641,216 in 1921. Surplus after preferred dividends were deducted was $930,206, as compared with $315,223 at the end of 1921.

BOX SALES

The standing of a cigar in popular favor is indicated by the number of smokers who buy a box at a time.

Blackstones in boxes of fifty and in pocket packs of ten and five move freely wherever the brand is established.

Long Havana filler, imported Sumatra wrapper. Forty years of high repute and consistent advertising have gained it recognition as a gentleman's cigar.

Blackstone
2 for 25¢ **CIGARS** *Also makers of* TOTEM 8¢ *cigar*
WAITT & BOND, Inc., Newark, N. J.

Cigar Manufacturers Association of Tampa

IDENTIFICATION STAMP
This stamp on each box protects the trade
Demand it on your goods

"TAMPA" CIGARS CREATED A SENSATION DURING 1922

First: Our manufacturers were determined that the smokers of America should have the finest cigars they had ever smoked.....
Second: The smokers showed their appreciation by asking for "TAMPA" cigars and *insisting on the identification stamp*.....
Third: More "TAMPA" cigars were produced and shipped in 1922 than ever before in our history .....

SMOKERS WANT "TAMPA" CIGARS

The "identification stamp" is a positive guarantee of "Tampa" quality and "Tampa" workmanship.

CIGAR OUTLOOK VERY ENCOURAGING

The following survey of the cigar business is quoted from the summary of business conditions furnished monthly by the Third Federal Reserve District:

"Considering the season of the year, the call for cigars is very good, and several large manufacturers report that they are still unable to supply the demand. January is normally the dullest month of the year in the cigar industry, but many producers state that the orders now on their books are larger than in any January within their experience. All manufacturers, both large and small, are agreed that the demand is considerably better than it was a year ago. Class A and class C cigars, those retailing at 5 cents or less and at from 9 to 15 cents, are in greatest demand, and the large producers who specialize in these grades are very busy. The request for class B cigars, or those retailing at from 6 to 8 cents, is also good, and the big makers of this grade report that if the present demand continues throughout the year, the annual production will break all previous records. In general, the factories in this district are working at 90 per cent. of capacity. Large manufacturers of class A and class C grades are running their plants at as close to capacity as possible and state that they still have some unfilled orders from 1922. Producers of class B cigars find that their orders are sufficient to take 75 per cent. of their maximum output, but many of them are operating at capacity and placing their surplus production in stock. The smaller makers also, with the exception of two who are operating at 60 per cent., find the demand to be good and are running at capacity. The majority of orders received are for immediate delivery, but the producers who are oversold are receiving many orders for future delivery. Several of the big cigar makers in this district are so impressed by the exceptionally good demand that they are planning further expansion of their output at an early date.

"Had the production of cigars during the first six months of 1922 equalled the output of the last six months of the year, without doubt the year's production would have exceeded that of any previous year in the history of the industry. The fiscal year ending June 30, 1917, was the banner year in cigar production. The output of cigarettes, however, for the fiscal year ending June 30, 1922, equalled that of the year ending June 30, 1920, which previously held the record.

"In 1908 we produced more cigars than cigarettes, being at that time principally a nation of cigar smokers. Today the reverse is true, and cigarette consumption is seven times larger than that of cigars.—(*Source, Commissioner of Internal Revenue.*)

"In 1918, class B production equalled the combined output of classes A and C. Since the summer of 1921 the output of both class A and class C has exceeded that of class B. In November of 1922 class C again assumed the leadership which it had held during 1920 and 1921.

"Prices for all grades of cigars are holding firm, and reports from manufacturers state that their price lists are unchanged. The leaf market, in general, also is firm, although some very slight reductions have been made in certain grades of domestic wrapper. But the strong demand for fillers and binders has caused a slight stiffening in price on these grades, which tends to counterbalance any reduction in wrappers. The Lancaster tobacco market has been exceptionally active during the month, and Pennsylvania fillers are commanding double the price they did a year ago, and binders nearly 50 per cent. more. Good grades of Havana and Porto Rican leaf are being sought by manufacturers who have not yet covered their requirements, and prices of these tobaccos have stiffened, too. The best grades of wrapper leaf from Java, Sumatra, and Connecticut have not changed in price during the month, but the poorer grades of Connecticut shade-grown leaf have dropped slightly.

"With the exception of class B grades, the stocks of cigars held by manufacturers are light. There has been an increase in stocks of 6 to 8-cent cigars at the factories, but this is a normal condition during the early winter months, and the stocks at these factories are not nearly so large as they normally are. The majority of producers have ample supplies of raw materials on hand and have their requirements well covered for months to come. Those who are not thus covered are able to secure what they need, though at slightly higher prices than prevailed a month ago.

"The scarcity of skilled operatives continues, but semi-skilled and unskilled workers are more plentiful than they were last month. Usually in January manufacturers find the supply of cigar makers very plentiful; but this year the reverse is true, and this is indicative of the exceptional January activity in the industry. Wages are unchanged.

"The majority of cigar producers are still adhering to express and parcel-post shipments, despite the fact that some improvement in freight deliveries is noticeable. The center of embargoes is the New England district, and to points there, freight deliveries are very slow. The industry apparently would rather pay the difference between express and freight rates than have their customers disappointed by delays.

"The large manufacturers report that collections are good, but the smaller firms find them only fair.

"Despite the business depression in 1921, class C (9 to 15 cents) cigars were the leading sellers; but during 1918 and most of 1919, class B (6 to 8 cents) were heaviest demand. During the greater part of 1922 the production of class A (not over 5 cents) cigars exceeded that of the other grades; but as stogies, cheroots, etc., are included in class A it is highly improbable that the 5-cent cigar displaced class C in popularity."—(*Source, Commissioner of Internal Revenue.*)

AMERICAN METHODS COULD INCREASE DISTRIBUTION IN FRANCE

According to Percival S. Hill, president of the American Tobacco Company, and George J. Whelan, another leader in the tobacco trade in this country, much good could be accomplished in France by the adoption of American methods, to the mutual advantage of all concerned.

It is stated, however, that the French Government must relinquish its monoply of the tobacco industry in order for this plan to be carried out successfully, although it is desirous that they retain at least a one-third interest in the industry.

No tobacco is grown in France although a survey was made of conditions some time ago and it was the opinion at that time that tobacco could be grown successfully in some sections of the country. Most of the Maryland tobacco grown in this country is used by French factories.

DECEMBER PRODUCTION SHOWS MARKED INCREASE OVER 1921

The following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of Internal Revenue collections for the month of December, 1922, and are issued by the Bureau for the information of representatives of the several industries. (Figures for December, 1922, are subject to revision until published in the annual report):

Products	*December, 1921*	*December, 1922*
Cigars (large)		
Class A .....No.	150,930,682	205,691,478
Class B .....No.	106,688,605	125,851,068
Class C .....No.	191,602,916	214,991,157
Class D .....No.	10,724,997	10,676,902
Class E .....No.	3,676,608	3,831,248
Total	463,623,808	561,041,853
Cigars (small) .....No.	44,288,700	40,514,020
Cigarettes (large) .....No.	1,178,299	1,452,079
Cigarettes (small) .....No.	2,999,934,873	3,544,623,820
Snuff, manufactured ...lbs.	2,978,106	2,813,645
Tobacco, manufactured lbs.	22,057,104	23,546,925

Note: The above statement does not include tax-paid products from Porto Rico and the Philippine Islands. This information is shown in supplemental statement.

SUPPLEMENTAL STATEMENT

Tax-paid products from Porto Rico for the month of December, 1922.

Products	*December, 1921*	*December, 1922*
Cigars (large)		
Class A .....No.	3,964,675	9,388,010
Class B .....No.	904,035	1,554,600
Class C .....No.	7,673,150	5,299,550
Class D .....No.	206,150	27,150
Class E .....No.	50	50
Total.....	12,748,060	16,269,360
Cigars (small) .....No.	500,00	2,000,000
Cigarettes (small) .....No.	.....	40,000

Tax-paid products from the *Philippine Islands* for the month of December.

Products	*December, 1921*	*December, 1922*
Cigars (large)		
Class A .....No.	10,490,618	23,349,305
Class B .....No.	1,004,160	223,260
Class C .....No.	66,188	39,379
Class D .....No.	.....	125
Class E .....No.	5	.....
Total	11,560,971	23,612,069
Cigarettes (large).....No.	6,800	1,250
Cigarettes (small) .....No.	11,110	57,603
Tobacco, manufactured, lbs.	96	217

Note: Quantities of tax-paid products shown in above statements are indicated by stamp sales reported for the month.

PEREZ RETURNS FROM EXTENDED TRIP

Manuel Perez, of the firm of Marcelino Perez & Company, manufacturers of "Tuval" and "Count Pontchartrain" made-in-bond Havana cigars, has returned from an extended trip through the Middle West, and Tampa, Fla.

"Mannie" is very optimistic over the outlook for business in 1923, and secured many fine new accounts while on this trip.

BETTER business for your store depends on cigars that will make new friends and keep old ones—Bayuk Products.

BAYUK BROS. INC.

Originators of the

BAYUK INIMITABLE BLEND and
BAYUK INCOMPARABLE BRANDS

PHILADELPHIA

New York, 119 Lafayette Street Phone Franklin 3166

5c "Keen Kutter" 5c

NONE BETTER FOR THE MONEY

¶ Guaranteed to be wrapped with Imported Sumatra and filled with Havana. The best *Nickel* cigar on the market for the money.

Write for open territory to

H. F. MARTIN

YORK :: :: PENNSYLVANIA

1923 CUSTOMS COLLECTIONS WILL PROBABLY BREAK RECORD

The greatest customs collections ever recorded in the history of the country will probably be accumulated during the current fiscal year, according to estimates made by officials of the Customs Division. It is figured that very nearly $500,000,000 will be collected from imports during the fiscal years which ends June 30, next.

The passage of the new tariff law in September was immediately followed by increased customs receipts. The bureau's records show that collections in July were approximately $37,500,000, and those for August $39,000,000. Collections in September jumped to $53,000,000, because of the rush of goods to get in before the new law went into effect, but October's receipts were $39,000,000, being slightly greater than those of August, and in November the total was well over $41,500,000. December imports fell off to $37-500,000, but indications are that January figures will amount to very nearly $46,500,000.

1922 INTERNAL REVENUE COLLECTIONS FAR EXCEEDED EXPECTATIONS

The business boom which made its appearance late last year had an immediate effect upon tax collections according to figures made public by the Bureau of Internal Revenue, which show that the collections for the year 1922 far exceeded the estimates of the Treasury Department. The total collections for the twelve months amounted to $2,247,187,000, and while this is less than the collections for 1921, it is considerably more than the Treasury Department had expected to receive. The drop, as compared with 1921, is due almost entirely to the changes made in the Revenue Law.

Of the total collections, $1,167,646,000 was collected during the last six months of the year, forecasting a total of approximately $2,500,000,000 for the fiscal year ending June 30, next.

Treasury officials are elated over the excellent returns shown for last year, and predict that the collections for 1923 will be well up to the estimates. These increased collections for the past few months of 1922, it is declared, indicate that the business depression of 1920-21 is entirely over and that the country is now well on the road to prosperity.

ENTERPRISE CIGAR COMPANY ABSORBED BY MAZER

In order to endeavor to supply the demand for "Mazer Made Cigars" The Enterprise Cigar Company, of Newark, makers of "Lord Stirling" and "Taking" cigars, has been acquired by the Mazer Cigar Manufacturing Company, of Detriot, Mich. The Trenton plant of the Enterprise Company was sold to the Consolidated Cigar Corporation, in August of last year, and their entire output was combined in the Newark factory.

W. N. Jones, who has been manager of the Enterprise factory for several years will continue in the same position under the Mazer management.

DECREASED TOBACCO EXPORTS IN 1922

The following is quoted from the Weekly Commerce Reports of the United States Department of Commerce:

"Statistics for the exportation of tobacco and tobacco products from the United States for 1922 show that the exports of leaf tobacco during this period were 431,907,578 pounds, valued at $145,984,896. This was a decrease of 83,445,489 pounds as compared with the amount of tobacco exported in 1921, and was the lowest amount exported from the United States in any year since 1918. The decrease is further accentuated by the fact that the average value per pound shows a corresponding reduction. It is encouraging to note, however, that although this is a pronounced decrease from the figures for 1921, it is approximately 17,000,000 pounds more than the amount of tobacco exported in 1913.

"The exports of stems and scrap tobacco were 10,-960,906 pounds, an increase of nearly 3,500,000 pounds over 1921. The number of cigarettes exported was 11,470,179,000, or approximately 3,000,000,000 more than were sent out of the United States in 1921. There was also a slight increase in the number of cigars and cheroots exported. Exports of plug tobacco amounted to 3,797,038 pounds, as compared to 2,586,781 pounds in 1921. The exports of smoking tobacco decreased from 7,656,700 pounds in 1921 to 1,285,765 pounds in 1922."

FURTHER REDUCTION IN FREIGHT RATES BEING ADVOCATED

As a result of a large increase in railroad earnings last year, due to a great extent to the reduction of freight rates, further reductions are being agitated. Railroad earnings of last year increased $145,000,000, it is shown, and more than forty large railroads showed earnings of more than six per cent., it was declared.

In the Senate, Senator Capper, of Kansas, declared that railroad legislation will be the big question before the next Congress. The Senator declared that the railroads are prospering and that the freight rates, especially on agricultural products, must be reduced. He also reiterated demands for restoration of regulatory powers to State railway commissions.

Any active steps which are taken to secure further reduction in rates will have the backing of the business world generally, it being pointed out that the rate cuts authorized by the Interstate Commerce Commission last July immediately resulted in an increase in traffic. It is claimed that further reductions in rates will bring about still greater increases in the amount of goods offered for transportation, especially since the Interstate Commerce Commission has ordered the issuance of interchangeable mileage books, to be sold to traveling men at a discount.

FOUR PERSONS UNDER ARREST FOR THEFT

The theft of 199 cases of tobacco and an auto truck from a garage at Mount Ephraim, N. J., is near a solution due to the arrest of four persons on January 24. Two men were arrested in Gloucester and from information obtained from them two other men were arrested in Camden, N. J.

The tobacco was the property of the Mount Ephraim Supply Company, and was valued at $5000.

BUSINESS BUILDING

BY A TRAINED BUSINESS MAN AND ADVERTISER

WRITTEN ESPECIALLY FOR THE TOBACCO WORLD BY A.E.P.

ALL RIGHTS RESERVED

IT is only because I am a safe distance from you that I ask if you can think. I know you are good natured, but you have your limit, and something may be doing if you are provoked too far.

In our own minds every goshdinged one of us is the deepest thinker, and the most profound philosopher that ever happened.

We are told, and it seems plausible, that our success and progress can be measured by the thinking we do. Where does that put you, and where does it put me?

With bitter shame, and burning tears I confess that if I, a writer, were able to think, I would be writing "best sellers," and this minute I would be down in Florida pulling in a seven-hundred-pound tuna fish.

But I can't think, and here I am!

A few tobacco men can think, a very few, and they have big factories, or large warehouses, or chains of retail stores, or are superintendents and managers, or ten-thousand-dollar-a-year salesmen.

Comes now Coue and takes the starch out of those, who think they think. He says men are not governed by their wills, but by their imaginations. Then there is a big lawyer, who goes around freeing people, who thoughtlessly murdered some one. He don't appeal to the minds and logic of the jury, but to their tear bags. Advertising men, who influence millions of people, do not appeal to their reason, but to their emotions.

So here we are, say I. Millions of half-baked thinkers, who think we think when we don't. And even if we accidentally happen to do a little faint and feeble thinking we are almost certain to think so crooked that it leads us astray rather than in the right path.

Let us learn to think, therefore, to think good and straight and hard. To think on a subject like a cow eats her clover. She chews and chews, and then swallows it and sleeps on it a few minutes, and then brings it up and chews on it till it is all chewed out.

Migosh, Friend Reader, if you'd only think that way what wouldn't you make of yourself?

You'd take this business building department and think out the constructive thoughts it contains. You'd think how to put them in your business. Your business would take a spurt like when you step on high, going down a hill. Your thinking would keep it spurting like a boy running to a fire. And you wouldn't stop till you had a chain of cigar stores reaching three times across the continent.

Let's learn to think. It'll pay.

A hundred thousand dollars a year! That's what a number are getting, who head our big industrial concerns. And Forbes, the great business writer, who is always the friend of the poor man, says they earn it. Says they also earn the slight share of profits many receive, which may run their reward up to several hundred thousand yearly. Says their judgment, their initiative, their skill and oversight are so efficient that their companies make more profit paying them these enormous compensations than they would employing other men at a fraction of their wage.

He says an employee must always be profitable to his boss, or he will lose his job, and the more profitable he is the more his boss is willing to pay him, even up to several hundred thousand dollars a year.

Friend Clerk, there is room for you and I to think thoughts on this subject. You ain't getting as much as you would like to. Neither am I. That is the question that looms large in our thinkeries. According to the above, the best way, and perhaps the only way is to be more profitable to our bosses. Its for me to train myself to write such useful, interesting and entertaining articles that subscriptions will pour in, and the circulation of this paper be doubled. Then will my boss come down handsomely.

It is for you to develop your salesmanship, your friendships and business efficiency so the business will be doubled, and your boss will gladly give you a part of the extra profits you thus bring in.

They will hand us the ice if we strike them for more without first earning more for them to meet our request. So after all it is up to us as to how much we shall pull down, and not up to the boss as we have been wrongfully supposing.

Friend Clerk, now that the boss has stepped out for half an hour let's have a little chat about him. Do you know sometimes I feel rather sorry for the boss, whether he has a thousand men or owns a dinky little cigar store with one clerk. He has a thousand troubles and a million hard problems.

One of them is this: He has a hard working, bright, faithful man, just like you. Often he thinks of promoting him and giving him more pay, but something tells him to be cautious. Finally he does it and watches carefully to note the reaction. Generally, I am happy to say, the reaction is entirely satisfactory. The clerk becomes more loyal, more interested, more friendly, and the boss whistles cheerfully, even in his happy dreams.

(*Continued on Page 26*)

Du Pont

"A BETTER CIGAR *for* 10c"

MADE-IN-TAMPA
BY
VAL. M. ANTUONO

TADEMA HAVANA CIGARS

Argüelles, Lopez & Bro.
MAKERS

General Office and Factory, TAMPA, FLA.
Eastern Office
222 Pearl St.
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Havana
Cuba

F. LOZANO, SON & CO.
HAVANA CIGARS

TRADE MARK

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FLOR DE NARVEZ
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WALLS COURT
EL LESSERO
CALATRAVA

REG. U. S. PAT. OFF.

FACTORY & MAIN OFFICE, TAMPA, FLA.
NEW YORK OFFICE, 437 FIFTH AVE., N. Y.

SKY WRITING

Patented by Major J. C. Savage

A small high-powered fighting plane, of the type known as SE5A in Great Britain, is used in skywriting. This is a type of bi-plane which was used very successfully during the later years of the war, and which has since been fully developed. It is a one-man machine and is adapted to rapid climbing and quick maneuvering, having a speed of about 125 miles per hour. The plane climbs to a height of approximately two miles in eleven or twelve minutes. Major Savage has two of these planes in America now and plans to bring over more in the near future.

The smoke producing apparatus is built into the fuselage of the plane and is operated by the pilot by means of a series of levers. The apparatus has a smoke producing volume of 250,000 cubic feet per second, and is in such perfect control at all times that the pilot can regulate its production and release it in any volume desired. The smoke is expelled from an outlet at the extreme rear of the plane in such a way that none of it ever comes in contact with the plane or the pilot. The smoke producing machine has been patented by Major Savage in the leading countries of the world.

Some idea of the immense volume of smoke used in skywriting may be gleaned from the fact that it takes from 7,000,000 to 8,000,000 cubic feet to form a single letter. Because of the great height at which skywriting is done, the letters must be of stupendous size in order to be legible.

While the weather conditions are to some extent a determining factor in the height above the ground at which the writing is done, Major Savage has found that the best results are obtainable at an elevation of about 10,000 feet. The letters themselves vary in height from approximately one-half a mile to a mile, the capital letters and loop letters being about one mile from top to bottom.

So expert have the pilots on Major Savage's staff become in the art of smoke writing that they dot the i's and cross the t's in the words they inscribe in the most approved schoolboy fashion.

Being accustomed to making and reading letters of such enormous dimensions, Major Savage, naturally, was not much impressed with the height of New York's big skyscrapers when he arrived here on the "Acquitania." The capital letters which Major Savage's skywriting pilots form in the air are possibly seven times the height of the Woolworth Building, and the dot over one of the i's might be compared to the size of the Equitable Building.

A word of seven or eight letters stretches across the sky for a distance of about five miles, and an elevation of 10,000 feet is visible to the naked eye within a radius of 150 square miles. Frequently the written smoke word will drift three or four miles without losing its formation.

The smoke which is used in skywriting is formed by the combination of chemicals. It is white in color and stands out clearly against a background of blue sky. Owing to its density, it remains visible, and with very little change of formation, for several minutes after it is expelled from the producing apparatus.

While the smoke is not poisonous in nature, it would have a slightly unpleasant effect upon a pilot if he should happen to drive his plane into a dense cloud of it.

GROWERS
AND
PACKERS
OF

Connecticut Shadegrown Wrappers

Florida and Georgia Shadegrown Wrappers

Connecticut Broadleaf

Connecticut Havana Seed

Stripped and Booked Porto Rico Fillers

AMERICAN SUMATRA TOBACCO CO.

131 Water Street **New York City**

Tobacco Merchants' Association Registration Bureau,

5 Beekman Street
NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

PRINCES MARY:—43,019. For all tobacco products. January 5, 1923. Dave Sherman, Philadelphia, Pa.

TOKENS:—43,023. For cigars. December 28, 1922. Henry Heck & Son, Albany, N. Y.

WISECRACKER:—43,024. For cigars. January 29, 1923. P. Meagher & Sons Co., Rochester, N. Y.

CAROLINA MADE:—43,025. For cigars. February 1, 1923. Hull-Norman Cigar Co., Charlotte, N. C.

MAXIE COBB:—43,026. For cigars, cigarettes and tobacco. January 31, 1923. The Donald Company, Grand Island, Neb. (Originally registered on May 6, 1902, by Donald & Porter, predecessors of the registrant.)

GOLDEN GIFT:—43,027. For all tobacco products. January 4, 1923. Pasbach-Voice Litho. Co., Brooklyn, N. Y.

MISS MINNEAPOLIS:—43,028. For all tobacco products. January 4, 1923. Pasbach-Voice Litho. Co., Brooklyn, N. Y.

CROSSLAND:—43,029. For all tobacco products. February 6, 1923. Pasbach-Voice Litho. Co., Brooklyn, N. Y.

BARNEY GOOGLE:—43,030. For cigars. February 9, 1923. B. Korthaus, Milwaukee, Wis.

BROWN'S QUALITY CIGARS:—43,031. For cigars, cigarettes and tobacco. February 9, 1923. Brown-Davis Cigar Co., Lynchburg, Va.

HEATHER:—43,034. For pipes. February 3, 1923. E. B. Josephson, Milwaukee, Wis.

SHOUVALOFF:—43,040. For all tobacco products. February 10, 1923. F. A. de Pilis, New York, N. Y.

FEDERAL BANK:—43,043. For all tobacco products. February 5, 1923. C. B. Henschel Mfg. Co., Milwaukee, Wis.

'TIS ALWAYS JUNE IN MIAMI:—43,044. For cigars, cigarettes and tobacco. February 5, 1923. Homestead Cigar Factory, Homestead, Fla.

RAY-LUNA:—43,045. For all tobacco products. February 10, 1923. American Litho. Co., New York, N. Y.

JOSEGAR HAVANAS:—43,046. For all tobacco products. February 8, 1923. Jose Garcia, New York, N. Y.

TRANSFERS

CAROLINA MAID:—42,579 (Tobacco Merchants Association). For cigars. Registered March 30, 1922, by Steele-Hull Cigar Co., Charlotte, N. C. Transferred to Hull-Norman Cigar Co., Charlotte, N. C., January 3, 1923.

COLONITA:—20,895 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered May 3, 1899, by Witsch & Schmitt, New York City. Transferred by American Litho. Co., successors to Witsch & Schmitt, to Louis Heitman Co., Dayton, Ohio, March 30, 1909, and re-transferred to American Box Supply Co., Detroit, Mich., February 14, 1922.

DUKE OF LORRAINE:—26,533 (Trade-Mark Record). For cigars. Registered March 31, 1902, by O. L. Schwencke, New York City. Transferred by Moehle Litho. Co., successor to O. L. Schwencke, to A. O. Fisher & Co., Chicago, Ill., March 26, 1908.

T. R.:—40,984 (Tobacco Merchants Association). For cigars only. Registered January 10, 1919, by American Litho. Co., New York City. Transferred to The Great Lakes Cigar Mfg. Co., Detroit, Mich., July 10, 1919, and re-transferred to Field Cigar Corp., Detroit, Mich., February 10, 1923.

DARDANELLES:—10,985 (Patent Office), and **11,056** (Tobacco Journal). For cigars and cigarettes. Registered March 4, 1884, and March 3, 1884, respectively, by Jno. P. Sullivan, Detroit, Mich. Through mesne transfers acquired by Great Lakes Cigar Mfg. Co., Detroit, Mich., and re-transferred to Field Cigar Corp., Detroit, Mich., February 8, 1921.

POCKET PROOF:—41,376 (Tobacco Merchants Association). For all tobacco products. Registered October 11, 1919, by Hilson-Schloss, Inc., Mt. Carmel, Pa. Transferred by Hilson-Reis Cigar Corp., successor to Hilson-Schloss, Inc., to Kenway Cigar Co., New York, N. Y., February 8, 1923.

LA ROMANCIA:—20,401 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered February 14, 1899, by Bernard Stahl & Co., New York City. Transferred by Ehrlich Mfg. Co., successor to Bernard Stahl & Co., to Jacob Rich, New York, N. Y., February 5, 1923.

QUEEN OF SCOTS (U. S. Tobacco Journal). For cigars. Registered March 8, 1886, by S. G. Condit, New York City. Transferred to Gradiaz Annis & Co., New York City, and re-transferred to C. A. Mitts Cigar Co., Grand Rapids, Mich., February 12, 1923.

LA TUDO:—37,134 (United Registration Bureau). For cigars, cigarettes, Cheroots and tobacco. Registered December 21, 1911, by the American Litho. Co., New York City. Through mesne transfers acquired by Peckarsky Bros. Co., Milwaukee, Wis., and re-transferred to La Tudo Cigar Co., Milwaukee, Wis., February 9, 1923.

Business Building

(Continued from Page 23)

Occasionally, however, and more frequently than it should be, the reaction is unsatisfactory. It gives the clerk the big head. He tells himself that the boss had to advance him, or he would have left. Instead of being more loyal and more interested he nurses a grouch because he was not advanced sooner, or the increase larger.

He feeds up the grouch till everything looks green. He tells himself the business would go to pot if it weren't for him. He begins to neglect the little details and to furtively look for another job. And he is either let out by the boss or finds the other job, which may be no better, and which puts the boss to big expense training another man.

All of which proves that the boss has more troubles than we supposed. But we would like to be a boss, and be goshhanged, we ambitious ones intend to be a boss some day! So there!

Do you make it a point to visit the five-and-ten cent stores at more or less frequent intervals; and do you encourage your clerk to do the same?

And do you note carefully the methods of display, of exhibit and of merchandising which they practice? And when you see some good idea do you study long and hard as to how you could adopt it in your business?

And when your clerk returns from visiting them do you ask him what good pointers and suggestions he saw? And are you so greatly interested that he becomes interested also? And do you talk together in good fellowship as to how you can adapt some of the good things to your store and thus increase your prestige and business?

Such work would be of vastly more benefit to you, to your clerk and to your business than you would naturally suppose.

RED LION FOR FIVE CENTERS

In an address before a gathering of cigar manufacturers, Ollie Butterwick, a tobacco dealer of New York, stated that more five-cent cigars are manufactured in Red Lion than in any other one place in the country. Eighteen per cent. of the five-cent cigars manufactured are made in the first district of Pennsylvania and practically all of this is manufactured in Red Lion.

SHEIP
&
VANDEGRIFT
INCORPORATED
NELSON M. VANDEGRIFT, President
CIGAR BOXES
QUALITY AND SERVICE
812-832 N. Lawrence St. Philadelphia, Pa.

OSCAR PASBACH, PRES. J.A.VOICE, SECY. & GEN'L. MANAGER
PASBACH-VOICE
LITHOGRAPHING CO. INC.
ART LITHOGRAPHERS
GRAND STREET AND MORGAN AVENUE
BROOKLYN. N. Y.
CIGAR LABELS - CIGAR BANDS

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
WESTERN REPRESENTATIVE:
PAUL PIERSON
139 North Clark Street, Chicago, Ill.
Cigar Labels, Bands and Trimmings
of Highest Quality

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
2309 Russell Street Detroit, Mich.
Corner of Grattot Street
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

SINCE 1870
CIGAR BANDS CIGAR LABELS
SPECIAL PROCESS
WM. STEINER SONS & CO.
257-265 W. 17th St. - New York City
Sole Distributors for New Model Cigar Banding Machine for Ungummed Bands

The Celebrated Dill's Best
Long Cool Smoke
Dealers
CAN NOW GET
DILL'S BEST
SMOKING
TOBACCO
THROUGH ANY
REGULAR
JOBBER
J.G.DILL CO.
RICHMOND, VA.
Manufacturers of
HIGH GRADE
SMOKING TOBACCO.

ONE of the greatest Electric Signs in the world (*58 feet by 82 feet*) flashing its message—*Velvet, Aged in wood* to over 250,000 persons every night. . .

Yes, Aged in wood—that's why more and more men enjoy Velvet Tobacco every day.

Facing New York's most famous corner, 42nd Street and Fifth Avenue, this mammoth electric display flashes the story of Velvet—*aged in wood, mild and mellow.*

This beacon in the night blazes with the brilliance of 2408 giant electric bulbs, having a combined candle-power of 99,145 watts. The word Velvet alone is formed by 800 lamps of 75 watts each.

© 1923
LIGGETT & MYERS TOBACCO CO.

MARCH 15, 1923

VOLUME 43 NO. 6

THE TOBACCO WORLD

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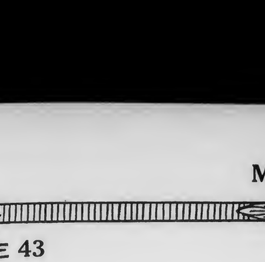
U. S. Department of Agriculture

JOHN H. BAKER
SCRAP CUTTER
AND
SEPARATOR



A Scrap Cutter and Separator that really does separate

Write for descriptive matter and new price

Cigar Manufacturers Making Short Filler

CIGARS

Will do well to try our

Blended Scrap Havana Aroma

On the market since 1902

Twenty years giving satisfaction right along

HAS A FINE AROMA

CAN'T TELL IT FROM THE REAL HAVANA

Write for sample and price

Baker Tobacco and Cigar Machinery Company

YORK, PENNA.

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST. PHILA., PA.

The Convenience of Wooden Cigar Boxes

AN IMPORTANT FEATURE IN THEIR FAVOR

The ease with which Wooden Cigar Boxes may be displayed on counters and in windows is well known. They are not only conveniently arranged in the most effective way, but they are convenient when the cigars are removed from the box itself.

Wooden Cigar Boxes are also convenient from the smoker's standpoint. Cigars may be easily removed or replaced in Wooden Boxes without damaging them. Dealers know that the minimum number of unsalable cigars (usually injured in handling by the customer) is found in Wooden Boxes.

WHY THE WOODEN CIGAR BOX EXCELS

1. IDEAL DISPLAY: Compact, varied and eye-catching window and counter displays are most easily gotten with Wooden Cigar Boxes. With a little imaginaton you can show all kinds of effects and combinations with Wooden Cigar Boxes. Wooden Cigar Boxes do not have to be juggled for striking displays; they only need to be arranged.
2. CONVENIENT: Practically all cigar store windows and show cases are particularly designed for the showing of Wooden Cigar Boxes. They permit the use of all the space. No space wasted. No time lost.
3. BETTER PRINTING: There is no comparison between Wooden Cigar Boxes and substitute containers when it comes to beauty of printing and lithography. You can do almost anything with wood, while the possible treatments of other kinds of packages are very limited.
4. PERFECT AGING: Cigars age normally in wood, retaining their natural aroma from factory to smoker.
5. SATISFACTORY SELECTION: A smoker likes to see the whole length of a cigar in the box. He wants to compare the size, shape and color of the various brands and types you show him. Another point where a Wooden Cigar Box always wins the approval of the smoker.
6. NATURALNESS: Cigars are a vegetable product and belong in Wooden Cigar Boxes. Cigars from Wooden Boxes please the smoker most because the wood adds a mellowness and richness to the qualities with which the cigar has already been endowed by Nature.

These are just a few of the reasons why Manufacturers have learned through experience that Wooden Cigar Boxes are unequaled.

(Advertisement)

It's Java Wrapped!

LA PALINA

THE QUALITY CIGAR SINCE 1896

Congress Cigar Co., Phila.

ROBERT BACON

The *Very Mildest* Havana

MADE IN 12 SIZES

La Resta / Court Royal / Joan of Arc — 2 For 15c

SAN TELMO CIGAR MFG. CO.
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CIGAR BOXES

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The WOODEN package is the retainer of AROMA from Factory to Consumer

The Buckley Cigar Box Co., 24 Vine St., DESHLER, OHIO.

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TADEMA HAVANA CIGARS

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YANKEE BUNCH MACHINE

SAVES 30% TO 40% ON BINDERS.
MAKES BUNCHES EQUAL TO HAND MADE.
PRODUCES MORE CIGARS AT LESS COST.
WORKS EITHER LONG OR SHORT FILLER.
INEXPERIENCED GIRLS QUICKLY TAUGHT.

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Millions of nationally known brands are now being made in factories equipped with this machine.

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that WOODEN BOXES are the best packages for your Cigars. Why not take a tip from us and use Quality boxes.

MONROE JARRETT SONS
MANUFACTURERS OF CIGAR BOXES

S.W. COR. RANDOLPH & JEFFERSON STREETS
PHILADELPHIA, PA.

A DOG-ON GOOD 5¢ CIGAR

You cannot go wrong in handling all or any one of these brands as they are the leading 5 cent cigars.

We are the manufacturers who made it possible for you to buy exceptionally good 5 cent cigars.

East Prospect Cigar Co.
Manufacturers of "Cigars That Sell"
East Prospect : Pennsylvania
SOME TERRITORY OPEN FOR LIVE JOBBERS

EPCO and EPCO HAVANA FIVES
Cabinet Sweets Wrapped

ROBERT EMMET CIGARS

3 Factories Busy

THAT the public appreciates the quality of Robert Emmet Cigars is evident from the fact that three factories are working at capacity to satisfy the demand. You owe it to yourself to try one today and pass judgment upon it.

REMEMBER: Robert Emmets are packed only in airtight tins

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10c

Every One Branded

A Big, Liberal Sized Cigar

BLENDED BY THE MASTER BLENDER CHAS. J. SPIETZ

SPIETZ CIGAR COMPANY

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Harper & Seneca Streets Detroit, Mich.

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FOR SALE—ONE COMPLETE SET NEWTON-STOAKES LETTERING PENS, with inks and complete instructions for making nifty show cards and price tickets. Absolutely new. Address Box 451, care of "The Tobacco World."

WANTED

LARGE DISTRIBUTOR DESIRES LARGE QUANTITIES OF JOB LOTS OF CIGARS. Cash transaction. Write full particulars. Address Distributor, Box 453, care of "The Tobacco World."

SITUATION WANTED

A CAPABLE CIGAR FACTORY EXECUTIVE AGGRESSIVE with initiative and executive ability to handle large factory or factories, capable of starting chain of factories; will be open for position shortly. Address Box Z, care of "The Tobacco World."

The Tobacco World

Established 1881

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QUALITY CIGARS

OUR HIGH-GRADE NON-EVAPORATING

CIGAR FLAVORS

Make tobacco mellow and smooth in character and impart a most palatable flavor

FLAVORS FOR SMOKING and CHEWING TOBACCO

Write for List of Flavors for Special Brands

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GOOD

CIGARETTES

10¢

GENUINE "BULL" DURHAM TOBACCO

Guaranteed by The American Tobacco Co

TUVAL

MADE-IN-BOND AT TAMPA

Good business sense has made it both necessary and profitable for every retailer to carry at least one brand of guaranteed Clear Havana Cigars.

The Made-in-Bond Stamp is the U. S. Government Guarantee that TUVAL cigars are manufactured entirely of imported Havana leaf.

Two generations of clear Havana cigar manufacturing by Marcelino Perez & Co., have won for TUVAL the respect and confidence of the lovers of good cigars.

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STICK TO Cinco - IT'S SAFE

2 for 15c
everywhere

OTTO EISENLOHR & BROS. INC.
PHILADELPHIA —— EST. 1850

MARSHALL FIELD

Made in five quick-selling sizes, viz.,
the PIONEER,
a favorite at 10 cents,
the FIELD,
retailing at
2 for 25 cents,
the MARSHALL,
at 15 cents,
the STANDARD,
at 3 for 50 cents
and L. CORONA
15 cents.

WRAPPED
WITH
SELECTED
VORSTENLANDEN
JAVA

Feature the
MARSHALL
FIELD
for results!

HOWARD F. PENT, President
THE CORAZA CIGAR COMPANY
7th and CHERRY STREETS
PHILADELPHIA, PA.

Volume 43

THE TOBACCO WORLD

Number 6

Established 1881

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, MARCH 15, 1923 Foreign $3.50

EDITORIAL COMMENT

IN contemplating a few words we have to say on the subject of the Federal Trade Commission, we cannot but refer to the late C. Fred. Crosby, who never tried to make himself comfortable by straddling a fence. And while he made enemies he created a host of friends. But both friends and enemies admired him for the reason that his frankly spoken opinions, whether fundamentally right or wrong, left no doubt as to his sincerity of purpose.

As a result of an attack on the Commission by Mr. Crosby, Victor Murdock, chairman, who is now on a cruise in foreign waters, replied at some length but prefaced his remarks with the statement that, "It has been recently the duty of the Commission, under its organic act, to issue eleven formal complaints charging unfair methods of competition in the tobacco industry." This leaves the reader to infer that there might be some animus behind the editorial attack.

But this is all smoke screen stuff. What we want to know is how much the Federal Trade Commission has saved the buyer or consumer, or anyone else? We presume that all Government departments are conducted for the best interests of the nation as a whole.

Does any business benefit when it costs $10,000 or $50,000 for legal expenses to get before the Supreme Court, in a battle with the F. T. C.? It is presumed that it costs the Government an equal amount. The expense of the legal struggle is borne by the business, and the profits of that business are reduced by the amount of the expense. Multiply this by hundreds of cases and see what it has cost to win from or lose to the Federal Trade Commission. And there are quite a few cases where in the final analysis the F. T. C. has been held to be without jurisdiction.

And when the F. T. C. does win, what does it amount to? Take any business or industry where they have interfered and let us see where the general public has benefited.

The first thing to be considered is: What is the country getting for the money expended on the Federal Trade Commission? It bears a parallel to the prohibition enforcement division. The taxpayers are holding the bag and the degree of dampness of the nation is about the same.

But everybody is content to sit in their rocking chairs until their own house is struck by lightning. There should be a concerted movement by all organized business to put an end to the Federal Trade Commission. The fact that it has won or lost lawsuits is no justification for its existence.

And if another law was written on the statute books disenfranchising a man or woman who fails to vote at two consecutive elections we would either have a government by the people, or by the minority. And the minority are writing the laws today on the books in most cases anyhow.

NOTHING in the industry is entitled heartier endorsement than the proposed convention of the T. M. A., which is called for the New Willard, Washington, D. C., on May 16th and 17th.

The tobacco industry needs to present a united front in all endeavors connected with its progress. It is essential that all branches of the trade enter into the spirit of these conventions.

Personal acquaintanceship is a controlling factor in the progress of organizations. We are perfectly willing to support an organization when we are acquainted with the personnel. On the other hand we are not willing to endorse the acts of a group of men who are personally unknown to us.

These conventions offer every facility for everyone present to get acquainted with everyone else. With acquaintanceship is born confidence and with confidence comes progress and co-operation.

Every branch of the trade should plan now to be in Washington on the 16th and 17th of May, and to come prepared to enter in a constructive way into the problems with which the industry is confronted and which will be discussed at that time.

PHILADELPHIA.

LICHTY OFF TO FLORIDA

Ben R. Lichty, president of Otto Eisenlohr & Bros., left for Jacksonville a short time ago and expects to visit his father in St. Petersburg. Mr. Lichty is also calling on the distributors of "Cinco" while in the various cities of Florida.

DAN OSTROW SELLS MARKET STREET STAND

The many friends of Dan Ostrow will be sorry to learn that he has sold his stand at 718 Market Street to M. D. Brown, former manager of the Post Cigar Co.'s store at Second and Market. Mr. Brown assures all of Dan's patrons the same cordial treatment as they have been receiving from Dan and the same quality goods. Since Brown has not gone in for the radio craze as yet you can buy your cigars here without having to force your way through the front door to get to the cigar counter.

CONGRESS NEEDS MORE ROOM IN NEW YORK OFFICE

The New York offices and shipping department of the Congress Cigar Company have been moved from the sixth floor of the building at 132 West Forty-third Street to the seventh floor, in order to cope with the increase in business which these offices have had on their famous "La Palina" brand.

While Joseph Ward, a bank runner for the Congress Cigar Company, was enjoying a soft drink in a store on Market Street, while on his way to bank with checks to the amount of $50,000, and $167 in cash, his wallet disappeared. Ward states he laid the wallet on a corner of the counter while he enjoyed his "pop," and when he went to pick it up it was not there.

Work on the new Congress factory, at Third and Spruce, is progressing rapidly, and this fine eight-story building will be completed in a short time. When completed, this will be the most modern factory for the manufacture of cigars in this country.

J. Paley has returned from a trip to Detroit and the Middle West and is in fine spirits over the way "La Palina" is moving throughout that territory.

BAYUK PRODUCTS HOLDING UP WELL

The Bayuk Bros.' factory report business entirely satisfactory for this time of year and their products holding their own very well.

Joe Carlisle, who has been confined to the hospital for some time on account of an accident in Scranton some time ago, is reported to be getting along very nicely.

BAMBERGER FUNERAL MARCH 9

Maurice Bamberger, member of the leaf tobacco firm of L. Bamberger & Company, this city, who died in San Francisco a short time ago, was buried in Mount Sinai Cemetery, North Philadelphia, on Friday, March 9th. Funeral services were held in the Chapel of the cemetery, which were attended by many of his old friends in the trade.

BAYUK & ACTMAN JOIN FULWEILER

The P. C. Fulweiler & Bros. Co. have acquired two new energetic salesmen to represent their "Ivanhoe" brand in this city. M. Actman and F. Bayuk, formerly with the Post Cigar Co., are the men, and their many friends in the trade wish them success in their new positions.

F. W. AYER PASSES AWAY

Francis Wayland Ayer, of the firm of N. W. Ayer & Son, the nationally known advertising agency, died at his home at Meredith, N. Y., on Monday, March 5. Death was due to pneumonia, which developed from influenza. He was in his seventy-fifth year of his age.

STEINER AGENT FOR BANDING MACHINE

The New Model Banding Machine, a product of the International Banding Machine Company, 257 West Seventeenth Street, New York City, is being offered to the trade through William Steiner, Sons & Company, exclusive sales agents.

This little machine is a wonder, as was exhibited at the Tobacco Show in February. It is nine inches wide, fourteen inches high and requires but one operator to put bands on 15,000 cigars a day.

This little machine eliminates the wax strip between the rows of cigars as it uses ungummed bands, which is the last thing in the way of sanitation.

TAMPA

Lower Prices for Cuban Leaf Not Likely—Tampa Production Holds Up Well—"Tuval" Packages Undergo Change

Tampa, Fla., March 10, 1923.

THE news from Cuba in regard to the new crop of tobacco, as gathered from the various local cigar manufacturers that have returned lately from the island, do not tend to encourage the hopes of those who expect lower prices for the manufactured product. The consensus of opinion is that the crop will not be as abundant as predicted, and the natural consequence is that prices will remain high.

The writer has had the pleasure to meet Mr. Ernest Ellinger, former Tampa cigar manufacturer and prominent leaf dealer of New York and Havana, who is with us for a few days, and in the course of conversation he expressed the belief that lack of rain at the present time will cause some shortage of the crop and will retard the escojidas and packing.

All this news may prove to be interesting to those who are holding back orders, in the hope that the new crop will improve existing conditions, and may give some weight to the suggestion that the best thing for them to do is to restock for the spring season, from factories well supplied with old tobacco, which, after all, is the kind of tobacco that gives better satisfaction to the smoker, because it is well seasoned, and does not have the rank taste peculiar to green, unripe tobacco forced on the manufacturers to work, by the nonsensical demand for light colors.

The production of cigars in our factories is comparing favorably with the production of former years at the same season. While few factories are working at capacity, the rest are employing good forces and very few hands are idle: so much so, that when business will become normal the old difficulty of getting skillful labor will loom up more acute than ever, unless our manufacturers decide to put in practice the old project of establishing an industrial school to teach cigar-making in sufficient numbers to fill the demands of the industry.

Ernest Hatheway, of Hatheway & Steane; tobacco growers and packers of Connecticut, is paying a visit to the city and his numerous friends.

Ben Haas, of L. B. Haas & Company, packers of leaf tobacco, is another prominent leaf man from Connecticut calling on his friends, the manufacturers, and enjoying the blessings of Florida weather.

The prosperous firm of Corral-Wodiska y Ca. has elected the following officers for the ensuing term: Manuel Corral, president and general manager; Celestino Sierra, treasurer, taking the place of Francisco Sierra, Sr., who retires from active work; Frank Sierra, secretary; and Hi Hammer, sales manager. This house is turning out an average of 60,000 clear Havana cigars every working day, and has none on hand.

Teijeiro & Garcia reports business steadily on the increase with good prospects for the future, when additional salesmen will be put on the field to push their exclusively clear Havana line in new markets. Mr. Garcia, the factory managing partner, is working a good force of skilled cigarmakers, giving to the work his personal attention.

At Sanchez & Haya, General Manager J. J. French is doing his best to keep even with the orders that Salesmanager Moulsdale is pouring in at every mail. It seems that old factory No. 1 is able to hold its own successfully.

Manuel Garcia, of Perfecto Garcia & Bros., is back at the factory, after a trip to Cuba and a visit to their Chicago office, having perfected the plans for the coming season, in order to avoid disappointments to their customers for lack of supply of their excellent clear Havanas.

Office Manager C. A. Steward, of Berriman Bros., returned from Chicago, bringing with him optimistic impressions about business in the near future, and a great deal of satisfaction in being back in Tampa and far away from the caresses of the western weather. Gordan D. Nussband is covering the Middle West and giving good account of himself.

At V. Guerra, Diaz & Company, Frank R. Diaz feels that he is getting his share of the business in the clear Havana realm. E. W. Marlin, in his rounds by the Middle West, reports frequently and substantially helping to keep the factory busy.

Jose Perez, of Marcelino Perez & Company, is back at the factory from his recent trip to Havana, having arrived Wednesday, after accomplishing his purpose of securing some particular choice vega he was after. The appearance of the packages for "Tuval" has been enhanced by the adoption of a bright red edging for the boxes, which adds considerable to their prominence in the show cases. Mr. Henderson Thorson from Chicago, is visiting the factory, and became so enthused with the quality of the product, that he sent 200 packages to as many friends, with the remark that in his estimation the "Tuval" cigars are the best he has found so far. Mr. Thorson will leave Sunday for Chicago.

A. Santaella & Company are working full force to catch up in the race that Ben J. Strauss is making in

(continued on Page 22)

NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

Washington, D. C.

THE Sixty-Seventh Congress has come to an end, and the country will have to get along for the next nine months as best it can without the guidance of that body. The Congress just closed has been a notable one, being the first Republican Congress under a Republican administration in eight years, and has been called upon to carry out the platform of post-war reconstruction, on which the administration was elected.

While there are many important matters which it is felt should have the attention of Congress at the earliest possible moment, there is but little probability at this time of an extra session before the regular session begins on the first Monday of next December. Among the important matters which it is probable the next session of Congress will be called upon to take up is railroad legislation, which would have been taken up at the session just ended had it not been for the many other important matters which crowded it out. This legislation is of interest to the business world generally, since it can not help but be reflected in freight rates. However, one very important piece of railroad legislation was enacted by the Sixty-Seventh Congress, that providing for the issuance on the larger roads of mileage books, the orders of the Interstate Commerce Commission thereunder becoming effective March 15.

The oustanding features of the Sixty-seventh Congress, of course, were the enactment of the new revenue law of 1921, and the tariff law of 1922. Both these laws have now been in effect for a length of time sufficient to enable the country to judge of their success. The revenue law, carrying as it did a reduction in taxes in many lines to the elimination of the so-called nuisance taxes and other changes, has had a very beneficial effect upon business generally, it is claimed, while the tariff law, which became effective September 22, last, showed that the business of the country is not dependent so much upon the duties which are assessed upon imports as upon the prosperity of the country itself, which gives the people money with which to purchase those imports.

When the Congress came to an end there were pending a large number of bills which in one way or another affected business. Many of these measures were directly aimed at one industry or another while others would have an influence upon all industries. All these measures, of course, are now dead, and when the next Congress meets all legislation will have to be introduced anew and go through the same routine as it may have gone up to the point where it died with the session. Such legislation as has been the subject of hearings or committee reports, in the past session, would naturally at once assume an important status if reintroduced in the next session. However, it is usual for Congress to put a bill through practically the same routine no matter how many times it may be introduced before adoption or final defeat.

Meanwhile, for nine months, the country will have a chance to conduct its business without wondering each day what Congress is going to do. This will be the first time in a number of years that there has been no Congress for such a long period; during the war, Congress sat almost continuously, and for several years after the cessation of hostilities Congress took at the most but a few weeks' vacation.

Recommendations regarding desirable amendments to the revenue law have been asked by the Treasury Department by Representative Green, of Iowa, who will be chairman of the Ways and Means Committee of the House in the next Congress. Conferences have been held between Representative Green and Secretary Mellon at which the question of changing the law was discussed and it was proposed that a committee be appointed of officials connected with the administration of tax laws to prepare complete recommendations for simplifying procedure and for clarifying sections of the present law which have proved difficult of interpretation and have been the subject of litigation.

There is already a tax simplification board in the Bureau of Internal Revenue which was created under the Revenue Act of 1921, but its work has consisted mainly of recommendations regarding changes in regulations and tax forms of the bureau itself rather than amendments to the law. The new committee proposed by Congressman Green, however, will not interest itself at all in internal matters of that nature, but will confine itself to considering changes which should be made in the law itself.

If recommendations are ready, hearings will be held before the Ways and Means Committee early in the session, with a view to making as comprehensive a revision of the revenue law as may be possible. It is not contemplated to bring about any far-reaching changes in the law, although it is possible that an effort to do so will be made, but if hearings are held any recommendations for changes in important provisions will be discussed.

Interchangeable scrip mileage coupon books, good on all of the larger railroads of the country, will be placed on sale to the public on May 1, under orders just issued by the Interstate Commerce Commission. Use of this mileage beginning March 15 was contemplated in the original order of the commission, but the extension was granted in order that the carriers might have time in which to publish the tickets and distribute them among their offices.

The photograph and personal signature of the purchaser must appear on the cover of all mileage books sold, under regulations just issued by the commission, and the attempted use of mileage by persons other than the original purchaser will result in the confiscation of the book by the conductor or agent to whom offered. The photograph to be furnished must be unmounted, approximately one and one-half by one and three-fourths inches, printed on thin paper, showing the head and shoulder likeness of the purchaser. The name, business, occupation and residence of the purchaser must be furnished the agent selling the mileage.

Summarized, the regulations issued by the commission provide that scrip coupons will be valid for tickets on the basis of one-way normal fares only, and will not be acceptable for one-way or round-trip tickets sold at reduced rates, suburban or commutation tickets, extra-fare charges on extra-fare trains, or excess baggage or other baggage charges. The mileage will be sold in the denomination of $90, consisting of 1800 coupons of the face value of five cents each, at a reduction of 20 per cent. from the face value.

Scrip coupons will be honored on trains only when the passengers board them from stations where tickets can not be purchased, in which event they will be honored for the full trip, but coupons must be exchanged for tickets at all other stations. In presenting exchange passage tickets the scrip book also must be submitted to the conductor for inspection.

Stop-overs, side trips, extension of time limits and other privileges now accorded first-class tickets will apply to exchange passage tickets as well. Baggage regulations applying to regular tickets will also be applicable to persons traveling on mileage.

Wholly unused or partially used scrip books or exchange passage tickets will be redeemed, if presented to issuing carrier within eighteen months from date of issue. Unused books will be redeemed at the purchase price of $72, and in redeeming partially used books the total face value of coupons used will be deducted from the purchase price of the book, and the difference refunded; if coupons of a face value of $72 or more have been used, the remaining coupons will have no redemption value. Wholly unused or partially used exchange tickets will not be redeemed in cash but in scrip coupons.

Collection of back taxes by the Treasury Department during the fiscal year ending June 30, next, will probably exceed by 50 per cent. the estimates of $300,000,000 made by Commissioner of Internal Revenue Blair last June as the amount which could be collected from this source during the year. This amount has already been collected, and it is estimated now that the average monthly receipts from back taxes during the fiscal year will exceed $30,000,000.

The heavy receipts of back taxes in the last few months were largely from the 1917 tax returns, on which a special drive has been made by the Internal Revenue Bureau in order to clear up that year's taxes before the statute of limitations becomes effective. Treasury officials believe that their efforts to audit the 1917 returns finally before the end of the current fiscal year will be successful; in the meantime the bureau's agents are continuing their audit of other year's tax returns.

In making up its estimates for the budget last June, the Treasury Department figured on collecting $300,000,000 from this source during the year. As this amount has now been collected, any further collections which may be made will help to reduce present estimates of the budget deficit.

Figures just made public by the Census Bureau show the total value of cigar boxes produced in 1921 was $14,383,000, as compared with $13,110,000 in 1919, and $8,337,000 in 1914. A total of 198 establishments were engaged in the industry, as compared with 189 in 1919 and 238 in 1914. Of these, in 1921, 171 reported products valued at $5000 or over, as compared with 164 in 1919, and 179 in 1914.

Of the 171 establishments reporting products valued at $5000 or over in 1921, 110, or 64 per cent., were reported by five States, as follows: Pennsylvania, 50; New York, 23; Ohio, 18; Illinois, 10; and Michigan, 9.

A total of 5248 persons were engaged in the industry, as compared with 5761 in 1919, and 6481 in 1914. The consolidation of business which is going on in every industry in the country also has been felt in the manufacture of cigar boxes, the figures for 1921 showing that 179 proprietors and firm members were listed as compared with 187 in 1919, and 245 in 1914. Salaries and wages in 1921 amounted to $4,646,000, as compared with $4,310,000 in 1919 and $2,777,000 in 1914.

Materials entering into the composition of cigar boxes in 1921 cost $6,778,000, as compared with $6,337,000 in 1919, and $4,269,000 in 1914, and the value added by manufacture (the value of products less the cost of materials) was $7,539,000 in 1921, against $6,773,000 in 1919, and $4,068,000 in 1914.

The production of tobacco, both chewing and smoking, and snuff in 1921 was greater even than that of 1919, which was the peak year in most American industries, according to figures which have just been made public by the Census Bureau. The total value of smoking and chewing tobacco and snuff produced in 1921 was $317,570,000, as compared with $284,358,000 in 1919, and $179,693,000 in 1914. This was an increase of nearly 12 per cent. as compared with 1919, and approximately 80 per cent. as compared with the earlier year.

The 1921 census showed that chewing and smoking tobacco to the value of $68,738,000 was produced as a subsidiary product in establishments classified in other industries, principally cigar and cigarette factories. The corresponding production in 1919 was $45,087,000, and in 1914, $4,412,000.

(*Continued on Page 18*)

DETROIT

Why Not a Tobacco Show for Detroit?—Mazer Acquires Newark Factory—A. B. S. President Returns From Cincinnati—Spietz Makes Another Trip to New York—Bert Johnson Enters Jobbing Field

Detroit, Mich., March 10, 1923.

DETROIT'S retail furniture men are planning their second annual furniture show, which is to be held in the General Motors Building the week beginning March 19th, the world's largest office building. Last month the Builders Show was held in the Auditorium, which met with great success. As a convention city, Detroit is making great strides as the leader, and many are booked for this year. Practically all lines of industries hold annual shows in our city. As a cigar manufacturing city, Detroit is the leader in the Middle West, and Detroit made cigars are in demand throughout the entire United States. We have some twenty odd cigar manufacturing plants, lithographing plants, cigar box factories, tin can and glass jar factories, so why not get together and stage a "Tobacco Show" in our progressive city, which ranks fourth in the nation. Bring the out-of-town jobbers, distributors and tobacco men to Dynamic Detroit to prove to them we manufacture good cigars as well as fine automobiles and kindred lines.

Jacob Mazer, president of the Mazer Cigar Manufacturing Company, announces the purchase of another plant to the Mazer system of factories. The plant just acquired is located at Newark, N. J. The company is doing the greatest volume of business in its history. Every factory is working to capacity and every humidor is empty. Mr. Mazer says, "If we are so busy now, what is going to be the situation next June, July and August, when there always is a big improvement in sales over previous months?" He also announces that on February 1st he installed a department for teaching cigar making at all the factories —Detroit, Newark, Columbus, Dayton and Cincinnati. "We never seem to be able to catch up with orders," says Mr. Mazer, "and I am hopeful the new plant will help supply the current demand and offset the strain on deliveries the latter part of the year."

At the house-warming given in celebration of the opening of the palatial offices and home of the Restrick Lumber Company, at 1000 West Grand Boulevard, on March 3d, "Las Vegas" cigars were served exclusively at the luncheon, which was attended by the architects, contractors and builders of Detroit.

J. F. Etts, salesmanager of the P. & H. Cigar Co., Inc., Red Lion, Pa., "O'San" cigars, called on the jobbing trade here last week.

J. B. Thatcher, president of the American Box Supply Company, has returned from a business trip to Cincinnati.

The Harry W. Watson Company have been appointed the distributors of "Popper's Ace" (E. Popper & Co.) for Detroit and vicinity. The company's salesmen are getting a fine distribution on this well-known line, and "Popper's Ace" is seen on practically every dealer's case.

Rollie Aspinall (John T. Woodhouse & Co.), the go-get-'em, in the downtown district, who has been confined to his home with a severe case of the "flu," is out again and on the job as usual.

R. A. "Billy" Burke, district manager of the Tobacco Products Corporation, has been conducting an aggressive campaign on "Stroller" cigarettes. Fourteen men have been assigned to various sections of the State and a thorough canvas has been made of the leading cities. Pictures of your favorite movie star are one of the inducements to get the smokers to try the "Stroller" brand.

Charles J. Spietz, of the Spietz Cigar Co., manufacturers of the famous "Robert Emmet" cigars, has returned from New York City, where he has been sojourning on Water Street. Mr. Spietz placed orders for some of the choice Sumatra before departing for home.

Edward C. Everett, of John H. Witter & Son, Newmanstown, Pa., was a recent visitor to Detroit and signed THE TOBACCO WORLD register at Bert Johnson's.

R. E. "Bob" Ellis (E. P. Cordero & Co.), western representative on "Mi Hogar" cigars, blew into the city last week and remained for a couple of days before departing for Chicago. Bob informs the writer that he has placed the "Mi Hogar" account with Faxton & Gallagher of Kansas City, Mo., for distribution in their city and the Southwest.

G. H. Crane, of the Eiseman Cigar Company, Philadelphia, Pa., "Men-de-Lion" cigars, called on the trade here last week and reported a very satisfactory business.

Sigmond Hass and Max Fruhauf, of the San Telmo Cigar Manufacturing Company, have returned from a business trip to Chicago, Kansas City and the West, in the interests of their many brands, which are listed among the leading sellers of the West.

Harry Bassett made his debut in Detroit last week as the official representative of Park & Tilford and will look after the interest of "Tilford's" in the State of Michigan. Harry will make his headquarters in Detroit and will spend two weeks in each month in our city and the balance of the time in various sections of the State.

R. R. "Dick" Tobin, Michigan representative of the Falk Tobacco Company, has returned from a trip to New York City, where he was called to attend a conference of salesmen.

Jack Wilderman (Fleck Cigar Company), "Rose-O-Cuba" cigars, was a recent visitor to our city and called on the Howes-Shoemaker Company, local distributors of "Rose-O-Cuba" cigars.

Lee O. Meyers, of Bobrow Brothers, Incorporated, manufacturers of "Topic" and "Bold" cigars, called on the trade here last week.

Ben L. Grabosky, vice-president, and Thos. Dean, salesmanager of the G. H. P. Cigar Company, makers of the famous "El Producto" cigars, were on the list of prominent visitors this week. Mr. Kynett, advertising manager, and Mr. Wills, office manager of the G. H. P. Company, are making the trip with the vice-president and salesmanager. A house-warming and get-together boosters' meeting was held for the sales staff of the J. L. Marcero Company, who are the Michigan distributors of "El Producto" cigars.

Clarke Cutler, of Nathan Elson and Company, Chicago, Ill., manufacturers of "Ben Bey" cigars, was a recent visitor to Detroit, and made the rounds of the jobbing and retail trade.

Antonio F. Garcia and Frank M. Lopez, of the firm of Garcia & Vega, New York and Tampa, made the rounds of our city this week and reported a very satisfactory business on their line.

Bert Johnson, the popular retail cigarist, who operates a successful chain of stores and stands, has joined the ranks of distributors and has hung out his shingle, "The Bert Johnson Cigar Company," and will distribute the products of Park & Tilford. "Mi Favorita" and "Tilford" cigars will be the two feature brands. Bert will continue his retail stands as formally and the new company will be a separate organization.

John W. Merrian, of M. Bustillo & Merrian called on the trade here last week.

Cigarette pictures have come back into vogue. With one of the late brand of smokes, pictures of "your favorite movie actresses" are given, just as they were ten years ago.

Charles Gauss, the wholesale tobacconist of Grand River Avenue, has returned from a business trip to New York, N. Y., and Winston-Salem, N. C.

J. Eugene Beck, of R. A. Bachia and Company, New York, N. Y., called on our leading retailers and various clubs this week, with his line of Havana cigars and reports a very satisfactory business.

C. Cody McDonnell, of E. P. Cordero and Company, "Mi Hogar" cigars, who has been doing specialty work here, through the Worth Cigar Company, local distributors of "Mi Hogar" cigars, has left for Chicago, where he will spend several months working with the sales force of Many Blanc Company, Chicago, distributors of "Mi Hogar" cigars.

August Tietig, of Arnold Tietig & Son, Cincinnati, Ohio, called on the jobbing trade here last week.

Jake and Sam Paley, of the Congress Cigar Company, Philadelphia, Pa., manufacturers of "La Palina" cigars, were visitors here last week. "La Palina" cigars which are distributed by Lee & Cady, Inc., are the most popular and the largest selling cigar in the State of Michigan.

Matt Behrman, of the San Telmo Cigar Mfg. Co., the "go-get-'em" booster on "Joan of Arc" cigars, has been doing some very fine work on his brand here. He has a distribution which is second to none. "Joan of Arc" cigars are prominently displayed on the cases of all the dealers, and from reports, the consumers are well pleased with the exceptional high quality of "Joan of Arc" cigars.

Stephen Herz, of D. Emil Klein Co., Inc., New York, N. Y., manufacturers of "Lawrence Barrett" cigars, was a recent visitor to our city and called on the jobbing and retail trade.

Charles B. Perkins, the merchant Prince of Boston, has been in our midst for a few days looking over conditions. C. B. is on his annual spring trip, which will carry him throughout the Middle West, in the interest of his many high grade brands that are handled in all the leading clubs and high class stores in the country.

Claude A. Turner, of "Charles The Great" fame, was registered at Bert Johnson's place this week. Claude seemed well pleased with the progress his brand is making in this territory, which is distributed by the Worth Cigar Company.

A. H. Manheim, who has been associated with the M. G. Soper Cigar Company for a number of years, has resigned to go into business for himself. On April 1st Abe will open an office in the Dime Bank Building, where he will make a specialty of the box trade.

Yours truly,

Mike of Detroit

UPMANN NOT TO OPEN FACTORY IN TAMPA

According to reports, Carl Upmann has abandoned plans to open a factory in Tampa, and they will continue to operate their factory on East Fifty-ninth Street, New York City. A campaign will also soon be launched to increase the distribution of their brands, "Dolce Far Niente" and others.

MOTHER OF ARTHUR C. MOWER DIES

Mrs. Mary Christy Mower, mother of Arthur C. Mower, vice-president of the American Tobacco Company, died at her home, 885 West End Avenue, New York City, on Sunday, March 4th. She was ill only a short time.

The many friends of Mr. Mower were extremely sorry to learn of the death of his mother and extended to him their sincere sympathy in his great loss.

Mrs. Mower is survived by three sons, Arthur C., Edwin B., and Roswell C. Mower.

NAT'L CIGAR LEAF CONVENTION JUNE 4 and 5

The committee in charge of arrangements for the next annual convention of the National Cigar Leaf Tobacco Association have completed plans for this convention, which is to be held June 4 and 5 in the rooms of the Merchants' Association of Greater New York in the Woolworth Building. The program calls for business sessions both morning and afternoon of June 4 and 5, with a theatre party on Monday night and a banquet at the Waldorf-Astoria on Tuesday night. It is expected that at least 300 members will be present at this meeting. The special committee in charge of the program is comprised of Henry M. Duys, Charles W. Duignan and Harry S. Rothschild, and with such a committee the convention is bound to be a great success.

York, Penna., March 15, 1923.

QUITE a number of the cigar manufacturers of this section complained that the past few weeks' trade had fallen off somewhat. However, in making comparisons with the same two months' business of last year, this year's business is away ahead of same time last year. With but few exceptions, January was so extraordinarily good that the little lull in February seemed to worry some of them.

Mr. Blasser, of H. G. Blasser & Company, No. 56 Clark Avenue, reports having received another large shipment of Florida wrappers. They are working up a fine trade on this line of goods. This firm also specializes in stripped and booked Pennsylvania and Ohio wrapper grades for filler purposes. These tobaccos are all put through a special resweating process, making it very desirable for blending with Havana. This branch of the business has had wonderful growth, necessitating increased drying capacity.

Celestino-Costella Company, makers of "Round-Up" and "Barrister" cigars, report orders coming in regularly for these brands of cigars.

C. S. Gable, Queen and York Streets, is working full force again. The Strinestown branch, after a short lay-off to make repairs to factory, is again in full operation.

Earl Cigar Company, South George Street, report business very good on their "La Vaneta" cigar. This firm has a good, steady, all-year-'round business and keeps running full force of cigarmakers.

R. C. Thomson, South George Street manufacturer, enjoys good, steady trade on his brands, "Thomson's Hand-Made" and "Buffalo Bill" cigars. Mr. Joe Loucks, who covers the territory in the coal regions, was visiting the factory and has returned to his district and reports outlook exceedingly good for these brands of cigars.

S. E. Kreidler, cigar manufacturer, corner Boundry and Court Avenues, says that business on his brand, "Legion Harry," five-cent cigar, is very good.

W. H. Falkler & Son, makers of "Joe Aldridge" and "Gobo" cigars, say trade is good. This firm will begin to erect a handsome three-story building on the site adjoining the present factory. Part of the old factory will be razed to make room for the widening of Mackenzie Street. The change will give them increased capacity, giving them about double the present space.

S. L. Etter & Son, jobbers, report that their efforts on the "John Hay" cigar is showing wonderful results.

David Forry Tobacco Company are so busy on the "Grape-Juice" and "Tub Tobacco" that they are installing an additional packing machine, which will increase the output eighteen to twenty thousand packages each eight-hour day.

Robert Schubert, of New York, spent several days with the York representative calling on the cigar manufacturers with a line of Sumatra and Havana tobaccos. He will spend several days with his Ohio representative, after which he will return to New York and will leave for Amsterdam about March 22 to attend the Sumatra inscriptions.

Blair Saylor, Square Cigar Store, will open another store in the basement of the Schmidt Building, Center Square, where formerly Post No. 127, American Legion, had their headquarters before moving into their new home on Market Street.

Ollie Butterwick, of H. Duys & Company, says his business on Sumatra tobaccos has been very good. Says it requires continual plugging, though, and to get the business one must be up and after it.

E. P. Gillespie reports that they have as much business as they can handle and are expecting to increase their output by putting in machinery.

A. Kauffman & Bro., Inc., cigar box makers and lumber dealers, report business good.

H. F. Martin Cigar Company said to your correspondent today that their ad now running in THE TOBACCO WORLD on "Keen-Kutter" cigars has given them good results, having added several good accounts on this brand, which they attribute to THE TOBACCO WORLD and they say ours is a good advertising medium for their product.

W. H. Snyder & Sons report having received many good-sized orders for their "Country Club" and "Pollyanna" cigars, which, with the regular standing orders on these brands, keep their several plants very busy.

Central Cigar Company, Windsor, are also running full force trying to keep pace with orders for their brands of cigars.

JAY BEE.

AMERICAN CIGAR COMPANY EARNINGS

The annual report of the American Cigar Company, issued last week, shows net earnings of $1,636,267 for 1922, after deducting charges for Federal taxes, etc., and, after allowing for preferred dividends, leaves $6.90 earned per share on $15,000,000 outstanding common, as compared with $8.01 for 1921. Surplus at the end of 1922 amounted to $9,377,173.

Stop! Look! Listen!

The popularity of Manila Cigars is increasing throughout the country. To dealers and consumers, the Manila trade today offers wonderful values.

Manila cigars speak for themselves. They show quality that challenges comparison, price per price, anywhere.

Every Manila cigar, in any box bearing the guarantee stamp of the Philippine Government, is strictly hand-made, all long filler.

Unusually mild, sweet as a nut, having a distinctive flavor, burning properly and giving forth an agreeable aroma, a good Manila Cigar appeals especially to the smoker who wants more than one or two cigars daily.

The Man Who Smokes Many Cigars is a Profitable Customer

List of Distributors on request

MANILA AD. AGENCY

(C. A. BOND, Mgr.)

15 WILLIAM STREET - - NEW YORK

BUSINESS BUILDING

By A Trained Business Man And Advertiser

WRITTEN ESPECIALLY FOR THE TOBACCO WORLD BY A.E.P.

ALL RIGHTS RESERVED

WHEN Good Fellows Get Together life seems like a merry song. There is jest and joke and badinage and wit and laughter. And since this sad old world loves merriment, this gay crowd attracts others. And they come, and are happy for awhile, and spend their money freely, and add to the joy of the nations.

I know a cigar dealer who is gifted by nature to draw "Good Fellows" to him. He attracts smokers just as a barrel of molasses attracts the bees. He is doing a good business, a good and growing business, and for him, his business policy is a wise one.

If nature has richly endowed you with this social magnetism it might be good business wisdom to cultivate it and turn it into money.

But it is necessary to be properly located, or it will be useless to you. Don't try to utilize it on a busy street, or among people who are ambitious, highly educated, earnest, home-loving.

Rather select a small city, or a section of a large city where "Good Fellows" abound. Fellows who work with their hands, who when they knock off at night leave their business cares behind, who are satisfied with life as it is, who are good-natured, cheerful, social, kind. They may lack ambition, to be sure, but what a dull, monotonous, stupid, dreary world it would be without them.

You've got to have the real social stuff to be able to attract the "Good Fellows" to your store, and you don't want to try it unless you have.

Have a hobby. Everybody should have a hobby. Something which he will take real pleasure and pride in doing, and therefore in which he is sure to become an expert.

But it is important—extremely important—what kind of hobby you select, for it is sure to vastly influence your whole life, either favorably or unfavorably.

Therefore, select a hobby which will benefit you, which will aid you in the Great Game and the Fierce Battle. Which will put money in your purse, rather than extract it therefrom. Which will be a source of joy to you and not a worry.

What shall your hobby be?

In accordance with my great fault of rushing in with advice where it hasn't been asked for, I will suggest that you make a hobby of the study of human nature and the making of friends.

You will find it one of the easiest and most difficult, pleasing and exasperating, satisfactory and disappointing things you ever did. For human nature is one of the strangest things in this strangest world I was ever in. And friends! They are one of the most valuable and one of the most disappointing propositions extant.

But this hobby would be fascinating—the joy and pride of your life. It would be one of the most valuable things you ever accomplished. A clerk in a cigar store, who knows human nature and knows the art of making friends, wouldn't only have a barrel of fun, but he would jam the store with buyers and double the business every two weeks.

Are pipes more "manly" than cigarettes?

Some people think so, including the fiancéé of the Duke of York. For the newspapers report that she has induced the young man to switch from the cigarette to the jimmy pipe because it makes him look more manly. It is said he was perfectly willing to make the change, because he prefers the pipe anyway.

It is said that the new Prime Minister of England is a devotee of the pipe, as are most of his cabinet officials, and that many of the important affairs of the world are settled with the aid of the soothing and helpful leaf.

There is something robust and sturdy about the pipe. A prominent lawyer upon whom I frequently call always has his pipe at hand, and when the subject assumes a phase where it requires an important decision, he always reaches forth, grasps the pipe, fills it slowly, lights it, leans back, slowly puffing, and makes his decision and frames his answer with the gravity and deliberation of a North American Indian smoking his pipe of peace.

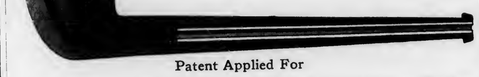
If you will become a close observer of the fluctuating fashions of smoking it may possibly be, you will tell yourself, that the pipe is coming back into almost universal popularity, and will shape your business accordingly.

Here's a state of affairs! A clothing merchant stated that he would gladly give a bonus of $1000 each for three inside salesmen who could "sell goods" and not merely take the orders.

He said there is an insistent demand for real clerks, who have skill, initiative, tact, personality and actual selling power. There is a shortage of such men and the shortage continually grows. And he said that this applies not only to clothing but to most lines of merchandise.

(*Continued on Page 24*)

Duro-bit



Patent Applied For

Mouthpiece Reinforced with Aluminum Tube from Tip to Tip

ABSOLUTELY UNBREAKABLE

WD C "It Pleases the Tongue" WD C

CLEAN—COOL—SANITARY

ALUMINUM IS MOLDED IN THE BIT

THE BIT CANNOT BREAK AT ANY POINT

Made in all popular shapes to retail at 50c, 75c, and $1.00

Sold in Attractive Display Assortments

WM. DEMUTH & CO., NEW YORK

World's Largest Makers of Fine Pipes

Quality—
Salability
2 for 15¢

CRESSMAN'S

COUNSELLOR CIGAR

ALLEN R. CRESSMAN'S SONS — *Makers* — Philadelphia

The Liberman New Model SUCTION TABLE

ADJUSTABLE TO COMPEL PALM ROLLING

REQUIRES A MINIMUM OF THE FOREMAN'S ATTENTION

ROLLERS PREFER TO WORK ON IT

It is a fact that, because of the many improvements embodied in this Suction Table, of two nearby factories making practically the same size Cigar at the same price, the one equipped with Liberman New Model Suction Tables experiences less difficulty in keeping its plant working to maximum capacity because of the preference of the operators for the new model over the old style suction tables

CIRCULAR UPON REQUEST *Beware of Infringements*

LIBERMAN MANUFACTURING COMPANY

N. W. Corner 20th and Allegheny Avenue - - PHILADELPHIA, PA.

News from Congress

(*Continued from Page 11*)

Of the tobacco and snuff produced in establishments engaged primarily in that industry, $376,000 was reported by 167 establishments with an annual production of less than $5000, while 226 establishments reported production of $5000 or more for the year. In 1919, there were 133 establishments reporting less than $5000 production and 232 reporting over that figure, while in 1914 the figures were 224 and 212 establishments, respectively. Missouri ranked first in the industry in 1921, with North Carolina second.

A total of 20,116 persons were engaged in the industry in 1921, of whom 158 were proprietors and firm members, 3330 salaried employes and 16,628 the average number of wage earners. In 1919, the total engaged was 22,468, of whom 325 were proprietors and firm members, 3819 salaried employes and 18,324 the average number of wage earners, while in 1914, of a total of 31,940 persons engaged in the industry, the proprietors and firm members numbered 409, there were 5551 salaried employes and the average number of wage earners was 25,980.

Expenditures for salaries and wages in 1921 totaled $18,585,000, of which $5,843,000 was salaries and $12,742,000 wages. Of a total of $19,593,000 reported in 1919, $6,918,000 was salaries and $12,675,000 wages, while in 1914, salaries amounted to $7,754,000 and wages to $9,550,000, a total of $17,304,000. In addition, there was paid for contract work in 1921, $3000, against $71,000 in 1919 and $41,000 in 1914.

The cost of materials used was $156,477,000 in 1921, against $130,271,000 in 1919, and $76,604,000, the margin between cost of materials and value of production being $91,979,000, as compared with $109,000,000 in 1919 and $98,677,000 in 1914.

Production of pipes, pipe stems, and cigar and cigarette holders during 1921 showed a decline in value of 38 per cent. as compared with 1919, according to a report just prepared by the Census Bureau, but was 69 per cent. greater than that of 1914. The total production of these commodities was valued at $7,166,000, as compared with $11,554,000 in 1919, and $4,220,000 in 1914.

Fifty-two establishments were reported as engaged in the industry in 1921, of which thirty-six reported the year's production to be valued at $5000 or over. Of these thirty-six establishments, nineteen were located in New York, seven in Missouri, three in New Jersey, two each in Massachusetts and Illinois, and one each in California, Nebraska and Pennsylvania.

The number of persons engaged in the industry in 1921 was lower than at any time since the census of 1914, totaling 2063, as compared with 2902 in 1919 and 2536 in 1914. The trend toward consolidation is shown by the fact that there were twenty-five proprietors and firm members in 1921, as compared with fifty-four in 1919 and forty-three in 1914.

Expenditures for salaries and wages during the year totaled $2,601,000, as compared with $3,549,000 in 1919 and $1,374,000 in 1914. The cost of contract work in 1921 was $25,000, against $57,000 in 1919 and $36,000 in 1914; and materials cost $2,826,000, as compared with $3,498,000 in 1919 and $4,220,000 in 1914.

"NATURAL BLOOMS" PLACED IN STAMFORD, CONN.

A jobbing account for "Natural Blooms" has just been opened in Stamford, Conn., through J. Moll, of 19 Forest Street.

Mr. Moll has succeeded in placing this famous brand in the Peoples Drug Store chain of stores.

GANS BROTHERS OFFER TERMS

At a meeting of the creditors of Gans Bros., New York City, held February 26, the creditors were offered a choice of settlements consisting of 5 per cent. in cash, 5 per cent. in endorsed notes, and 5 per cent. in unendorsed notes, or 25 per cent. in preferred stock of a new corporation. Should the creditors accept the stock settlement, Ralph Gans and Asa Lemlein will endeavor to continue the business.

MOTHER OF JACOB AND HENRY A. VOICE DIES

The many friends of Jacob A. and Henry A. Voice will be deeply sorry to learn of the loss of their mother, Mrs. Sophia M. Voice, who died at her home, 444 Manhattan Avenue, following a short illness. Jacob A. and Henry A. Voice are members of the well-known lithographing firm of Pasbach-Voice Lithographing Company, of Brooklyn.

Mrs. Voice is survived by several children beside Jacob A. and Henry A. Voice.

CULLMAN BROTHERS DECIDE TO TAKE SPACE IN NEXT SHOW

At a directors' meeting of Cullman Bros., held on March 6th, it was definitely decided to take up the option on space Nos. 90, 91, 92, 93, 94, 95, and 96, which Cullman Bros. has on these spaces for the next tobacco show, which is to be held in 71st Regiment Armory, New York City, the week of February 1, 1924. These spaces cover 270 square feet of floor space and Cullman Bros. will have a complete combination exhibit of tobacco growing next year.

"HARVESTER" BEING PLACED IN NEW YORK

A five-weeks' sales campaign is on in New York City, under the able guidance of Jos. M. Gans, to place the "Harvester" cigar, manufactured by the Consolidated Cigar Corporation, before the smokers of this city.

Much time and effort has been spent in studying the best manner to launch this campaign and orders were taken for some time prior to deliveries. As far as possible deliveries were started on the same day so that all stores would display these cigars at about the same time and they would all also be in perfect condition. At the same time a tremendous advertising campaign has been started to bring the attention of the smoker to the fact that "Harvester" cigars can be procured in all the best stores in New York City. The slogan, "Light a Harvester," is being used extensively throughout the campaign and a wonderful future is predicted for this brand in New York City.

FEBRUARY SUMMARY OF TOBACCO INDUSTRY

The following survey of the tobacco industry for the month of February, 1923, in the Third Federal Reserve District is quoted from their report:

CIGARS AND CIGARETTES

The exceptionally good demand for cigars which was noted by all manufacturers last month, has not continued with some, although all cigar makers report that orders are more plentiful than they were a year ago. The large manufacturers find that the call for cigars, particularly of Class C grades, is very good for this season of the year, and nearly all are working at or close to capacity. Some of the smaller manufacturers find demand seasonally dull, but many have sufficient business to warrant capacity output. The average rate of production in factories in this district is about 85 or 90 per cent. Makers report that the biggest increase in demand over that of February, 1921, is apparent in the larger industrial centres, and that business in the purely agricultural districts shows a decrease from that of a year ago. Producers of smoking and chewing tobaccos find the demand very active and are operating at capacity. Makers of Turkish cigarettes state that the demand is only fair and is no better than it was a year ago, production being at about 50 per cent. of capacity. Consumption of Turkish cigarettes has shown a marked decline from the high mark of 1919 and 1920, whereas the demand for American cigarettes has been steadily growing.

The production of cigars was 26 per cent. larger, and that of cigarettes 44 per cent. larger, in January, 1923, than in January, 1922. December, 1922, and January, 1923, are the only months since August 1920, in which the output of Class B cigars showed an increase over that of the same months in the previous year.

Source—Sales of Internal Revenue Stamps by the Commissioner of Internal Revenue.

Prices for cigars are firm and unchanged, although trade concessions and advantages offered to buyers last year have been entirely withdrawn by manufacturers. Smoking and chewing tobacco prices are steady, but cigarette prices still show some signs of softening. The cost of all grades of tobacco entering into the manufacture of smoking products is considerably higher than it was a year ago; but during the past month there have been only slight advances. Cigar manufacturers state that they will be forced to advance their prices when they start using 1922 tobaccos, but on account of the determined resistance to higher prices by retailers none have found it expedient to do so yet.

Cigar stocks at many factories are increasing and are considerably larger than on the first of the year; but they are by no means heavy. Class A and Class B cigars are accumulating, but stocks of Class C grades are still light. Most manufacturers have ample stocks of fillers and binders, but their supply of wrappers, especially Sumatra, is only moderate.

At the beginning of the month many of the large Philadelphia manufacturers advanced the wages of cigar makers in their city factories by from 10 to 11 per cent. Outside of Philadelphia, however, wages have not changed, as the labor supply in the smaller cities and towns is more plentiful.

Freight shipments to Western and Southern points have shown decided improvement during the past thirty days, but to the Northeast express shipments are still

(*Continued on Page 20*)

PORTO RICAN

The Tobacco Inevitable to a Good, Mild Cigar

Manufacturers who have been the most successful in "getting a run" on certain brands of cigars are those who have produced a cigar that is mild to the taste, free in its burning qualities and at the same time fragrant in aroma.

No tobacco in the world combines all these requisites to a good mild cigar in so marked a degree as Porto Rican. In fact, much of the popularity attained by the "Mild Havanas" is attributable to the ideal blending of Porto Rican Tobacco in the filler.

"A Word to the Wise"

Cigar Manufacturers should be sufficient. If you are not using Porto Rican Tobacco at present, try it, and see if your customers are not better satisfied. But—

Be Sure You Get Porto Rican

There is no excuse for paying for something you do not get. By means of stamps of various colors the Government of Porto Rico CLASSIFIES all Tobacco exported from that Island either in the leaf or as cigars, as follows:

CIGARS

WHITE—Manufactured in P. R. with Tobacco Produced in P. R.
BLUE—Manufactured in P. R. with Porto Rican and other tobacco.
PINK—Manufactured in P. R. with tobacco not a product of P. R.

TOBACCO

WHITE—Genuine Porto Rican growth.
BLUE—Mixture of tobacco grown in P. R. and other countries.
PINK—Tobacco of foreign growth.

For a list of Dealers and Jobbers in Porto Rican Tobacco or Cigar Manufacturers in Porto Rico as well as information about the Guarantee Stamps, write or call

GOVERNMENT OF PORTO RICO

Tobacco Guarantee Agency

W. L. Dannahower, Agent

126 Maiden Lane, New York City

Telephone, John 1379

FEBRUARY SUMMARY OF TOBACCO

(*Continued from Page 19*)

being resorted to because of the great delays in freight movements to that region.

Collections continue to be good with large producers, but many of the smaller manufacturers find that they are only fair.

Since March of last year, when cigar tobacco prices touched the lowest level since the war, prices of leaf have moved upward, and today some grades have almost reached their wartime levels. This is especially true of Pensylvania and Ohio tobaccos; but Wisconsin, Connecticut, Florida, Havana, Porto Rican and the better grades of Sumatra and Java tobaccos are also considerably above last year's levels.

The Lancaster tobacco market, the centre of the Pennsylvania tobacco-leaf district, has been very active for the past three months. Reports from there state that buying by manufacturers and dealers is much heavier than it was a year ago. Most of the 1922 crop has been purchased from the growers, only 10 or 15 per cent. being still in the hands of farmers. In February of 1921 the average price for good sound Pennsylvania tobacco was from 12 to 14 cents per pound; today the average price is from 16 to 20 cents per pound. Some 1921 Pennsylvania tobacco is still in the market, and 1921 wrappers are selling at from 25 to 30 cents per pound, whereas the few fillers that are still left are bringing from 10 to 15 cents. The 1922 wrappers are selling at from 16 to 20 cents per pound, but some exceptional lots have sold at 22 cents, and fillers in the bundle are bringing from 4 to 6 cents per pound at the farm. Some dealers have sold 1922 fillers in large quantities for as much as 8 and 8½ cents. Leaf dealers agree that the quality of the 1922 crop is better than that of the 1921 crop, as there is little spotting and discoloration of the leaves and not quite so much is flea-bitten. Some very fine binders have been secured from the early 1922 crop, and the cure of the 1922 tobacco is highly satisfactory.

The better grades of Ohio tobacco have been bought up by dealers and manufacturers, and the situation in the Ohio district is closely analogous to that in Pennsylvania. These two districts, which are free of pool control, have been fairly well bought out at prices to farmers which approach war-time levels. The Connecticut and Wisconsin pools have made heavy sales at prices from 15 to 20 per cent. above those of last year, and the markets in these districts show increasing activity.

The best grades of Havana and Porto Rican have almost disappeared from the market, although the poorer grades are still in abundant supply. The new crops are now being grown, and reports from Cuba state that cool dry weather at a time when warm moist weather would help the crop wonderfully, is retarding the growth. Florida and Georgia growers are now planting their seed beds for the 1923 crop. The shade-grown tobacco raised last year by these districts proved very satisfactory for wrappers of the lower priced cigars and was rapidly bought up by manufacturers.

Next month the inscriptions on Sumatra tobacco will open at Amsterdam. The best grades of the color desired by American manufacturers are reported as not very plentiful, but the poorer grades such as are used in Continental Europe are more or less of a drug on the market. Some Sumatra was sold early in the month to Americans, out of hand, at prices reported higher than the opening price of last year at Amsterdam. As the tobacco is en route from Sumatra it is difficult to tell just how good the quality was. The buying of Java wrapper will also begin at the Amsterdam inscriptions.

NEW YORK OFFICE FOR BAILEY BROTHERS

A New York office has been opened by Bailey Bros., Inc., manufacturers of "Carolina Royal" cigarettes, at 17 West Sixtieth Street, and which will be in charge of W. H. Enderley, who will be New York sales manager for the company. Bailey Bros. plan to work up the best selling organization possible and expect to put "Carolina Royals" over big.

"MOZART" PUSHED TO FRONT IN CHICAGO

The "Mozart" distributors in Chicago are out to get the business on this well-known brand, and a strong advertising campaign in the newspapers of that city has been started. Billboards will also be used in the early summer, and no trouble is anticipated in putting this brand over.

R. J. REYNOLDS TREASURER RESIGNS

D. Rich, treasurer of the R. J. Reynolds Tobacco Company, Winston-Salem, N. C., has resigned his position as treasurer and also as a member of the board of directors of the company upon the advice of his physician and will leave for Baltimore in a short time to consult a specialist.

IMPROVEMENT PLANNED IN PARCEL POST SERVICE

Millions of dollars will be saved annually by the Government, and the handling of parcel post matter will be greatly facilitated by plans now being worked out by Col. Paul Anderson, Second Assistant Postmaster-General. Careful investigation, followed by a report to the President, resulted in the creation of a committee in the Post Office Department to study the subject of parcel post. It is expected that this committee will be ready to report by July 1, together with recommendations for the betterment of the service, some of which, it is believed, can be put into effect immediately without legislation, while the authority of Congress will have to be asked before other changes in the handling of parcel post can be made.

The preliminary plans worked out by the committee have just been made public. It is expected materially to reduce losses to patrons of the parcel post service by substituting steel hampers for the ordinary mail bags which are used for the transportation of parcel post. It is also planned to secure special buildings near railroad terminals in the large cities, which will reduce congestion at the post office and afford facilities for quicker delivery in those cities. Nothing but parcel post matter would be handled at these buildings. It may also be decided to use special trains for the carrying of parcel post matter.

It is the effort of the department not only to reduce the cost of handling this matter but to afford a much better and quicker service than is now being given. Unless the cost of handling parcel post matter can be materially reduced, it will be necessary to increase postage rates, and the department is desirous of avoiding this if at all possible.

NETHERLANDS' DUTIES ON CIGARS

Beginning December 27, 1922, the import duty on cigars, which is 30 per cent. *ad valorem*, shall not be less than 15 florins per 1000 cigars, according to a new law dated November 30, 1922.

TOBACCO PROD. ABSORBS P. R. AMERICAN

According to press dispatches the absorption of the Porto Rican American Tobacco Company by The Tobacco Products Corporation was approved on March 12th by the directors of both companies. It is also stated that no new financing will be necessary.

TOBACCO SALESMEN'S BALL

The forthcoming annual entertainment and ball of the Tobacco Salesmen's Association at the Waldorf-Astoria, in New York City, April 21, 1923, is expected to be the largest and best ever held by this splendid organization. Prizes will be given to the person selling the most tickets and obtaining the most advertising contracts for their program.

AMERICAN SUMATRA'S POSITION IMPROVES

According to financial reports just issued, the net earnings of the American Sumatra Tobacco Company show considerable improvement in the last six months of 1922 over the same period of 1921.

While the figures show a net loss for the last six months of 1922 of $433,348, this compares very favorably with the net loss for the same period of 1921 of $2,921,132.

At the meeting of the stockholders in the company offices, 131 Water Street, New York City, during the week of March 1st, all the old officers, as well as the board of directors, were re-elected for the new term of office.

P. J. RUBEY CO. PLANS REORGANIZATION

It is reported that the wholesale cigar jobbing firm of P. J. Rubey Co. is planning reorganization in order to have a larger capital in order to better handle the increased business which this firm has.

This well-known company was organized in 1882 by Peter J. Rubey, when South Chicago was a small community, but Mr. Rubey had faith in the future of this community, and so confined his efforts to it, and the results today bear out his good judgment for the firm of P. J. Rubey Co. is said to be the largest cigar jobbing house in Chicago outside of the loop.

In 1915 Mr. Rubey decided, on account of illness, that the business could be better conducted as a corporation, and his son Charles, who was just leaving school, entered the business and immediately built up a strong organization and was instrumental in obtaining considerable new business, as well as retaining all the old customers.

Charles A. Rubey, together with his mother and a sister, managed the firm until about a year ago when A. V. Kistner became manager.

This firm handles such well-known brands as "Dutch Masters," "Cyros," "La Azora," "Robert Emmet," "El Dallos," and "Red Dot," and it is no wonder these brands have enabled this firm to qualify as distributors of quality products only.

During the past few years the cigarette business has shown so little profit for the jobber that they have turned their best attention to cigars, and the increase in the cigar business has more than offset the loss in sales of cigarettes.

VALUE

You are selling a good cigar at an honest price, when you sell Girard.

Its sheer superiority, consistent quality and low price, make it the biggest cigar value today.

Give your best customers an opportunity to choose Girards. Put a box on your counter. You'll sell more, and also build good will.

Antonio Roig & Langsdorf
Established 52 years PHILADELPHIA

GIRARD
Never gets on your nerves

ABOVE ALL
BOLD
NOW
2 for 15c

The recognized standard of cigar quality and cigar value. Bold's pre-eminent popularity is due solely to incomparable and unchangeable quality.

Bobrow Brothers, Inc.
Manufacturers
Philadelphia Penna.

Members of the industry are cordially invited when in Philadelphia to make the offices of

The Tobacco World

their headquarters, and to make use of our services in any and all ways. For conferences a private office will be placed at their disposal, if desired. Remember the address, 236 Chestnut Street, Philadelphia, Pa.

Telephone, Lombard 1768

CIGAR MACHINERY

Wolverine Bunch Breakers

Wolverine Cigar Packers

For Boxes of 50 and 100, Bundles and Round and Square Tins

WRITE FOR DESCRIPTIVE CIRCULARS

Pulte-Korreck Machine Co.

GRAND RAPIDS, MICHIGAN

A business founded on quality maintained deserves success. It explains why so many stores find Bayuk Products bring good business.

BAYUK BROS. INC.

Originators of the

BAYUK INIMITABLE BLEND and BAYUK INCOMPARABLE BRANDS

PHILADELPHIA

New York, 119 Lafayette Street Phone Franklin 3166

TAMPA NEWS

(*Continued from Page 9*)

the Northwest against the one A. H. Caro is conducting in the Southwest. In these territories "Optimo" is a household name well known to all smokers of fine cigars.

Frank Gonzalez, factory manager of Garcia & Vega, bears the countenance of a high-up personage. The reason is obvious. It is the arrival of a bouncing boy at home. The steady influx of orders at the factory every day suffice to give any man a buoyancy that almost will compel him to walk in goose-step fashion.

San Martin & Leon are hitting the trail to new fields, and only on Wednesday, the seventh, have made a shipment of cigars to Shanghai, China, and it was a repeat order, too. Verily, Tampa cigars are so popular that even the Chinese have acquired the taste for them.

Tampa is yet full of tourists, who are lingering longer than they intended when they came; but when they read about the weather up north, and look at the deep blue of Tampa's sky and listen to the singing of the mocking bird, there is no wonder they would wish Tampa was their home forever; and many of them have so decided and will remain.

VERITAS.

ARGUIMBAU IN FLORIDA

The interests of the American Sumatra Tobacco Company in Florida are being looked after by Frank M. Arguimbau, vice-president of the company, who left New York City for Florida early last week.

Mr. Arguimbau expects to remain in Florida for several weeks and will make a personal survey of the company's holdings while there.

OSCAR PASBACH A "GRANDPA"

Mr. Oscar Pasbach is receiving the congratulations of his many friends in the trade due to the fact that he is now a "Grandpa"; his daughter, Mrs. John A. Kipp, of Weehawken, N. J., having become the mother of a brand new seven pound girl. Mrs. Kipp is one of the famous "Pasbach Twins," and was married on her eighteenth birthday.

WILKES-BARRE "SMOKE SHOP" OFFERS FINE SUGGESTIONS

Mr. Wm. Ziegler, proprietor of the Orpheum Smoke Shop, in Wilkes-Barre, Pa., sends in the following suggestions for window cards for getting trade, which we feel are so good that they will be of interest to all of our readers:

"Smokes for all Smokers."

"Make this your 'Smoke Shop'."

"Meet me at the Orpheum Smoke Shop."

"Make this your 'Home'."

And advertise in your window, on display cards, such wordings as "Come in, use our 'phones; check your parcels here, no charge; free information about 'our city'."

"Postage Stamps—Sold at Cost." *This is a big window catch.*

"Free Pipe Cleaners."

This is one of my biggest features, *give* everybody that buys a pipe, no matter *what price*, a package of pipe cleaners, and you got him coming, sometimes a man comes in and wants to buy a package. *Don't* sell him any; *give* him a package, and you've made a friend.

GROWERS

AND

PACKERS

OF

Connecticut Shadegrown Wrappers

Florida and Georgia Shadegrown Wrappers

Connecticut Broadleaf

Connecticut Havana Seed

Stripped and Booked Porto Rico Fillers

AMERICAN SUMATRA TOBACCO CO.

131 Water Street **New York City**

5¢ "Keen Kutter" 5¢

NONE BETTER FOR THE MONEY

¶ Guaranteed to be wrapped with Imported Sumatra and filled with Havana. The best *Nickel* cigar on the market for the money.

Write for open territory to

H. F. MARTIN

YORK :: :: PENNSYLVANIA

"BEST OF THE BEST"

OPTIMO CIGARS — VERY MILD — VERY MILD

Manufactured by **A. SANTAELLA & CO.**

Office, 1181 Broadway, New York City

FACTORIES: Tampa and Key West, Florida

EL VERSO

HAVANA CIGARS

Seven Sizes to Please the Most Discriminating

The Deisel-Wemmer Co.

MAKERS

Lima :-: Ohio

Business Building

(*Continued from Page 16*)

If I were a cigar clerk I would read the above three times, very slowly and carefully, and I would tell myself that this is a clarion call for me.

First class clerks in first class establishments are very highy paid—and I would highly resolve to be a first class clerk, b'gee. And having become first class I would head for a first class establishment, with its first class pay.

But let me tell you what would happen. You wouldn't get there. Nope! You wouldn't get away from your own store. It's a fact.

What, then, would happen to you?

Why this. As you improved in your work the trade of your store would grow, and keep growing, and keep growing, and keep growing. The boss would be awfully slow to recognize the fact, and slower still to whack up. But he would come to it, again, and again, and again. And you would finally realize that you had made a dinkey little shop into a first class institution, and that you were getting first class pay.

Would you stop there?

You wouldn't.

At a slight hint from you the boss would let you in as partner, and then the growing would continue with double speed. You would open a line of the finest stores on the most expensive streets of your city, and your income tax would be something awful.

Such is the way of the world.

SOME FACTS ABOUT SKY-WRITING

Invented by Major Jack Savage, of London, England.

First public demonstration in England on May 30, 1922.

Ideal weather conditions for sky-writing—blue sky, absence of cloud banks, plenty of sunshine and a wind of twenty to thirty miles an hour.

Type of aeroplane used, the *SE5A*, a high-powered, single-seat, fighting biplane with a speed of 125 miles an hour, which climbs to a height of 10,000 feet in eleven to twelve minutes.

Smoke producing apparatus is built into the fuselage of plane and is controlled by the pilot by a series of levers. Smoke leaves machine through a jet in the extreme rear of plane.

Writing "fluid" is controllable white smoke, formed by a combination of chemicals, which generates 250,000 cubic feet of smoke per second.

Size of letters—capitals and loop letters one mile high, small letters one-half mile high.

Seven million to eight million cubic feet of smoke required to form a single letter.

Writing is done 10,000 feet above the ground.

Length of a line of seven or eight letters, approximately five miles.

Pilot of sky-writing plane used in New York—Captain Cyril Turner, D. F. C.

Demonstrations have been given in England, France and Belgium.

Scope of Major Savage's patents—cover all means whereby intermittent or continuous smoke trails can be released from an aeroplane in flight.

How Major Savage's invention can be utilized:

1. Advertising—Sky-writing is the most novel, most realistic and most impressive development in the history of advertising. It can bring home to millions of people simultaneously, and in a way which is never forgotten, an advertising trade-mark or slogan.

2. Broadcasting of Important News—A fleet of aeroplanes equipped for smoke-writing and having wireless could trace news of important events for millions on the ground to read.

3. Military—Invaluable for purposes of signalling, camouflaging, screening, distribution of poison gas, and for writing propaganda messages over the enemy's lines.

4. Home Defense—Increased use of planes employed for sky-writing means an increase in the national civil aircraft reserve and an increased number of expert pilots and mechanics in training. The aeroplanes used are a special type wihch can be transformed into fighting scout planes within twenty-four hours.

5. Aid to Aeronautics—Has aero-dynamical advantages in exploring the action of the air-flow around an aeroplane in actual flight. As an illustration, small jets of smoke emitted from the front of flying aeroplane and traveling back over its various parts may be filmed by a motion picture machine operated from another aeroplane, and a study of the picture throw considerable light on such things as air pockets, eddies, down-wash and slip-stream effect, etc.

DEMPSEY STARTS CIGAR STORE

A few days ago Jack Dempsey staged a little bout in Los Angeles for the benefit of Monte Attel, old-time boxer.

It took several ringmen to make the fight last the full eight rounds and the proceeds went to help Monte to realize his ambition to start a little cigar store in San Francisco.

Monte's eyesight is failing badly.

AMERICAN TOBACCO DEMANDS HIGH PRICES

According to the annual report of Edwards, Goodwin & Company, of Liverpool, the most noticeable feature of the past year is the difference in the price of all American tobacco from what was expected by the trade on account of the large planting last year. The Farmers' Co-operative Association is blamed largely for the control of the prices, which were about 50 per cent. higher than the year previous in the Bright sections, and almost the same in the western sections. It is believed that these prices will force much more English-grown tobacco into consumption.

GERMAN PRINCE NOW MANAGER OF CIGARETTE FACTORY

Prince Charles Lichnowsky, German ambassador to England prior to the war, has accepted employment in a cigarette factory at Baden-Baden, as manager. Most of the fortune the prince is said to have had before the war is said to have disappeared.

Lichnowsky was expelled from the Prussian House of Lords and lived in Switzerland for a time after the disclosure of a memorandum written by him stating that Great Britain had done everything possible to avert the war and placing the responsibility on the German Government.

Branded, not Banded
The Londres Shape

We have no quarrel with the band, no criticism of other shapes. This is the popular Blackstone.

For forty years it has gained favor and maintained quality. Today it is the most hygienically made cigar of its class in the world and sells easily wherever it is established.

Long Havana filler, Sumatra wrapper. Vigorously advertised in newspapers and on the boards.

Blackstone
2 for 25¢ CIGARS Also makers of TOTEM 5¢ cigar
WAITT & BOND, Inc., Newark, N. J.

MERCHANTS CIGAR BOX CO.
DALLASTOWN, PA.
MANUFACTURERS OF
CIGAR BOXES & CASES
Dealers in Labels, Bands and Edgings
CAPACITY 15,000 DAILY

If It's Wood— We make them. Anything in Cedar, Veneer, Redwood and Imitation.

If It's Prices— We have them. Let us quote you on your need. Line up with a first class boxmaker for your 1923 requirements.

First Class Cigar Boxes Guaranteed

F. LOZANO, SON & CO.
HAVANA CIGARS
TRADE MARK

F. LOZANO
FLOR DE NARVEZ
VICLO

WALLS COURT
EL LESSERO
CALATRAVA

REG. U. S. PAT. OFF.

FACTORY & MAIN OFFICE, TAMPA, FLA.
NEW YORK OFFICE, 437 FIFTH AVE., N. Y.

Tobacco Merchants' Association Registration Bureau,

5 Beekman Street
NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

TARZAN:—43,064. For smoking pipes. February 28, 1923. United Cigar Stores Co., New York, N. Y.

JAVA HEAD:—43,062. For cigars, cigarettes and tobacco. February 27, 1923. American Exchange Cigar Co., New York, N. Y.

OLD CROW:—43,067. For cigars. February 21, 1923. Justin Seubert, Inc., Syracuse, N. Y. The trade-mark or trade name herein specified, though apparently not heretofore registered in any of our Affiliated Bureaus, has been in use by the F. M. Kendrick Company since 1872, from whom title thereto is claimed to have been acquired by the within-named registrant through mesne transfers.

MARVADA:—43,066. For cigars. February 19, 1923. Marvin S. Adams, Findlay, Ohio.

MASTERPIECE OF THE MASTER BLENDER:—43,065. For cigars. February 28, 1923. Spietz Cigar Co., Detroit, Mich.

MASTER BLENDER'S MASTERPIECE:—43,068. For cigars. February 28, 1923. Spietz Cigar Co., Detroit, Mich.

MUSIC MESSAGE:—43,069. For all tobacco products. March 2, 1923. The Moehle Litho. Co., Brooklyn, N. Y.

THOMAS HUGHES:—43,070. For all tobacco products. March 2, 1923. La Vera Cigar Co., Chicago, Ill.

BUCKINGHAM:—43,071. For pipes. March 1, 1923. John J. Bagley & Co., Detroit, Mich.

WARWICK:—43,072. For pipes and smokers' articles. February 17, 1923. The J. B. Moos Co., Cincinnati, Ohio.

2.75½ REAL TOBACCO WITH A KICK IN IT:—43,073. For chewing and smoking tobacco. September 27, 1922. A. Greenbaum, Cleveland, Ohio.

YALE'S TAMPA'S RIVAL:—43,074. For cigars. February 27, 1923. Baltimore Cigar Co., Elmira, N. Y.

MARY JAMISON:—43,077. For cigars, cigarettes and tobacco. March 3, 1923. F. M. Howell & Co., Elmira, N. Y.

HERZOG'S.—43,078. For cigars. March 3, 1923. Luther M. Haynic, New Orleans, La.

JOSE DE RISEN:—43,049. For cigars. February 20, 1923. Meyer & Jefsen, Newark, N. J.

BRIDGEWAY:—43,050. For cigars. January 10, 1923. The Keller Cigar Co., Springfield, Mass.

THE THREE MOORS:—43,051. For cigars. January 10, 1923. The Keller Cigar Co., Springfield, Mass.

BOGY-4-BRAND:—43,053. For all tobacco products. February 23, 1923. Willis A. Graves, Ottumwa, Iowa.

HIGH NOON:—43,054. For all tobacco products. January 22, 1923. Goldstein & Goldstein, New York, N. Y.

HI-NOON:—43,055. For all tobacco products. January 22, 1923. Goldstein & Goldstein, New York, N. Y.

SIR CHRISTOPHER WREN:—43,056. For all tobacco products. January 25, 1923. American Litho. Co., New York, N. Y.

VINDICATION:—43,057. For all tobacco products. January 25, 1923. The Moehle Litho. Co., Brooklyn, N. Y.

HEIM-GEMACHT:—43,059. For all tobacco products. February 19, 1923. Scharf Bros. Tobacco Co., St. Louis, Mo.

EL JEBEL:—43,060. For cigars. December 8, 1922. Chas. F. Hamm, Salt Lake City, Utah.

DULCE DE LUXE:—43,084. For cigars. February 16, 1923. Gonzales & Mendez, Inc., Tampa, Fla. The trade-mark or trade name herein specified, though apparently not heretofore registered in any of our Affiliated Bureaus, has been acquired by the within-named registrant through mesne transfers from the Havana Production Co., Inc.

B. SHEFTER SPECIAL:—43,086. For cigars. February 28, 1923. S. Bernstein & Co., Philadelphia, Pa.

DECLASSAY:—43,087. For cigars. March 6, 1923. Schwab Bros. & Baer, Inc., New York, N. Y.

HEATHER:—43,089. For smoking tobacco. February 3, 1923. E. B. Josephson, Milwaukee, Wis. (By permission of Cuesta, Rey & Co., Tampa, Fla.)

MISPUMA:—43,090. For cigars. February 26, 1923. Chas. C. Muro Cigar Co., Cleveland, Ohio.

CHARLES P. STEINMETZ:—43,091. For all tobacco products. March 9, 1923. American Litho. Co., New York N. Y.

COMMERCIAL CLUB GEMS:—43,092. For cigars. February 5, 1923. Nathanson Bros. Cigar Stores Co., Minneapolis, Minn. The trade-mark or trade name, though apparently not heretofore registered in any of our Affiliated Bureaus, is claimed to have been acquired by the within-named registrant through mesne transfers from Theobald & Oppenheimer Co.

TRANSFERS

LA VALLIERE:—40,217 (Tobacco Merchants Association). For all tobacco products. Registered April 18, 1917, by American Litho. Co., New York City. Through mesne transfers acquired by Tolosa Cigar Co., Tampa, Fla., and re-transferred to Gonzalez & Mendez, Inc., Tampa, Fla., March 13, 1922.

DUKE OF WELLINGTON:—6009 (Trade-Mark Record). For cigars. Registered August 17, 1889, by Baker & DuBois, New York City. Through mesne transfers acquired by Tolosa Cigar Co., Tampa, Fla., and re-transferred to Gonzalez & Mendez, Tampa, Fla., March 13, 1922.

EL PROGRESO:—7721 (Patent Office). For cigars. Registered October 7, 1879, by Toledo & Barranco, New York City. Through mesne transfers acquired by Tolosa Cigar Co., Tampa, Fla., and re-transferred to Gonzalez & Mendez, Inc., Tampa, Fla., May 9, 1922.

VERDI:—4428 (Trade-Mark Record). For cigars. Registered September 17, 1887, by Geo. Schlegel, New York City. Through mesne transfers acquired by Tolosa Cigar Co., Tampa, Fla., and re-transferred to Gonzalez & Mendez, Inc., Tampa, Fla., May 9, 1922.

SUN MAID:—28,552 (Tobacco Journal). For cigars, cigarettes, cheroots and tobacco. Registered March 17, 1904, by Heywood, Strasser & Voigt Litho. Co., New York City. Transferred to W. C. Frutiger & Co., Red Lion, Pa., March 6, 1923.

BROOKLYN'S PRIDE:—41,271 (Tobacco Merchants Association). For cigars only. Registered August 11, 1919, by Moehle Litho. Co., Brooklyn, N. Y. Transferred to Cord H. Sump, Brooklyn, N. Y., August 15, 1919, and re-transferred to D. H. Maas, Brooklyn, N. Y., March 10, 1923.

LISANDRA:—22,599 (Tobacco World). For cigars, cigarettes, chewing and smoking tobacco. Registered July 6, 1911, by The Moehle Litho. Co., Brooklyn, N. Y. Through mesne transfers acquired by N. Solomon, Peoria, Ill., and re-transferred to Central Cigar Box Co., St. Louis, Mo., March 8, 1923.

FATIMA:—(U. S. Tobacco Journal). For cigars. Registered July 18, 1883, by R. Monne & Bro., New York City. Through mesne transfers acquired by Jacob Rich, New York City, and re-transferred to Adolph Sobel, New York, N. Y., February 23, 1923.

DUKE OF LORRAINE:—26,533 (Trade-Mark Record). For cigars. Registered March 31, 1902, by O. L. Schwencke, New York City. Transferred to A. G. Fisher & Co., Chicago, Ill., and re-transferred to Gonzales & Mendez, Inc., Tampa, Fla., February 17, 1923.

KENWAY:—39,491 (United Registration Bureau). For cigars, cigarettes, cheroots and tobacco. Registered December 23, 1915, by the American Litho. Co., New York City. Transferred to Hilson-Schloss, Inc., Mt. Carmel, Pa., August 31, 1916, and re-transferred by Hilson-Reis Cigar Co., New York City, successor to Hilson-Schloss, Inc., to E. Kleiner & Co., Inc., New York, N. Y., February 17, 1923.

GEORGE WASHINGTON:—9328 (U. S. Tobacco Journal). For cigars. Registered February 1, 1886, by Schwarz Bros., New York City. Through mesne transfers acquired by H. Hammer, New York City, and re-transferred to Marcelina Perez & Co., New York, N. Y., February 5, 1923.

TEMPTATION:—23,841 (Tobacco World). For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Registered February 3, 1912, by Wiedmann-St. Louis Cigar Box Co., St. Louis, Mo. Transferred to American Box Supply Co., Detroit, Mich., February 12, 1923.

SANTA MARGARITA:—4784 (Tobacco Leaf). For cigars. Registered April 14, 1890, by Boltz, Clymer & Co., Philadelphia, Pa. Through mesne transfers acquired by Jacob Rich, New York City, and re-transferred to Garcia De Luxe Cigar Co., New York, N. Y., February 19, 1923.

T R, THE REAL AMERICAN:—156,685 (Patent Office). For cigars. Registered September 12, 1922, by Great Lakes Cigar Mfg. Co., Detroit, Mich. Transferred to Field Cigar Corporation, Detroit, Mich., February 1, 1923.

JOSE MARTI:—17,490 (Tobacco Journal). For cigars. Registered June 27, 1895, by S. Sladkus & Co., New York City. Transferred to American Litho. Co., New York, N. Y., February 23, 1923.

JAMES LICK:—42,918 (Tobacco Merchants Association). For all tobacco products. Registered November 24, 1922, by American Box Supply Co., Detroit, Mich. Transferred to James Lick Cigar Co., Detroit, Mich., February 28, 1923

MAVIS:—25,678 (Tobacco World). For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Registered March 17, 1913, by The Jos. E. Canto Cigar Co., Detroit, Mich. Transferred to Michigan Cigar Box Co., Detroit, Mich., January 25, 1921.

LA MOLESTA:—4772 (U. S. Tobacco Journal). For cigars. Registered November 5, 1885, by N. J. Swatek, Chicago, Ill. Transferred to William M. Swatek, Chicago, Ill., January 7, 1916.

A. KAUFFMAN & BRO. INC.
ESTABLISHED YORK, PA. 1893
MANUFACTURERS OF
CIGAR BOXES AND CIGAR BOX LUMBER
WE SPECIALIZE ON
GOLD LEAF WORK

OSCAR PASBACH, PRES. J. A. VOICE, SECY. & GEN'L. MANAGER
PASBACH-VOICE
LITHOGRAPHING CO. INC.
ART LITHOGRAPHERS
GRAND STREET AND MORGAN AVENUE
BROOKLYN, N. Y.
CIGAR LABELS - CIGAR BANDS

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

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26th St. and 9th Ave., New York
WESTERN REPRESENTATIVE:
PAUL PIERSON
139 North Clark Street, Chicago, Ill.
Cigar Labels, Bands and Trimmings of Highest Quality

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
2309 Russell Street Detroit, Mich.
Corner of Gratiot Street
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

SINCE 1870
CIGAR BANDS CIGAR LABELS
SPECIAL PROCESS
WM. STEINER SONS & CO.
257-265 W. 17th St. - New York City
Sole Distributors for New Model Cigar Banding Machine for Ungummed Bands

The Celebrated Dill's Best
Long Cool Smoke
Dealers CAN NOW GET DILL'S BEST SMOKING TOBACCO THROUGH ANY REGULAR JOBBER
J. G. DILL CO.
RICHMOND, VA.
Manufacturers of HIGH GRADE SMOKING TOBACCO.

Trotting Record
2.01 at FIVE
Why gamble with your smoking pleasure when you can
Light a Harvester
HARVESTER
It's worth stopping at the first cigar stand to
Light a Harvester
When you light up after dinner tonight
Light a Harvester
The cigar that comes to you fresh is the cigar you want to smoke
Light a Harvester
The HARVESTER

For 1923—a vigorous, continuous advertising campaign for Harvester is holding old friends and winning new ones for this great Shade and Havana cigar.

Better Cigars Better Known

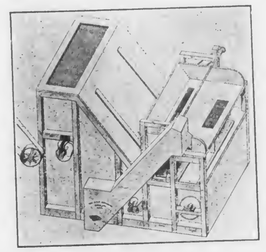
CONSOLIDATED CIGAR CORPORATION
Hechscher Bldg 5th Ave. at 57th St.
NEW YORK

APRIL 1, 1923

VOLUME 43 NO. 7

THE TOBACCO WORLD

JOHN H. BAKER
SCRAP CUTTER
AND
SEPARATOR



A Scrap Cutter and Separator that really does separate

Write for descriptive matter and new price

Cigar Manufacturers Making Short Filler

CIGARS

Will do well to try our

Blended Scrap Havana Aroma

On the market since 1902

Twenty years giving satisfaction right along

HAS A FINE AROMA

CAN'T TELL IT FROM THE REAL HAVANA

Write for sample and price

Baker Tobacco and Cigar Machinery Company

YORK, PENNA.

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST. PHILA., PA.

The Inside Label on Wooden Boxes Advertises Your Brands and Sells Your Cigars

The eye-catching appeal of the beautiful printing and lithography on the inside of the lid of open Wooden Cigar Boxes has a powerful sales appeal. This effect is possible with Wooden Boxes only; in other containers the top cover effect is lost. And in addition the other part which contains the lithography is concealed because of its close proximity to other containers. There can be no comparison made as to which type of package makes the most effective display. The Wooden Cigar Box in this respect, as in many others, is in a class by itself.

CONSIDER THESE POINTS IN FAVOR OF THE WOODEN CIGAR BOX

1. IDEAL DISPLAY: Compact, varied and eye-catching window and counter displays are most easily gotten with Wooden Cigar Boxes. With a little imagination you can show all kinds of effects and combinations with Wooden Cigar Boxes. Wooden Cigar Boxes do not have to be juggled for striking displays; they only need to be arranged.
2. CONVENIENT: Practically all cigar store windows and show cases are particularly designed for the showing of Wooden Cigar Boxes. They permit the use of all the space. No space wasted. No time lost.
3. BETTER PRINTING: There is no comparison between Wooden Cigar Boxes and substitute containers when it comes to beauty of printing and lithography. You can do almost anything with wood, while the possible treatments of other kinds of packages are very limited.
4. PERFECT AGING: Cigars age normally in wood, retaining their natural aroma from factory to smoker.
5. SATISFACTORY SELECTION: A smoker likes to see the whole length of a cigar in the box. He wants to compare the size, shape and color of the various brands and types you show him. Another point where a Wooden Cigar Box always wins the approval of the smoker.
6. NATURALNESS: Cigars are a vegetable product and belong in Wooden Cigar Boxes. Cigars from Wooden Boxes please the smoker most because the wood adds a mellowness and richness to the qualities with which the cigar has already been endowed by Nature.

There are many other reasons why Wooden Boxes are used by leading manufacturers as the ideal containers for good cigars.

(Advertisement)

"BEST OF THE BEST"

OP'TIMO CIGARS — VERY MILD — VERY MILD

Manufactured by **A. SANTAELLA & CO.**
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

It's Java Wrapped!

LA PALINA

THE QUALITY CIGAR SINCE 1896

Congress Cigar Co., Phila.

ABOVE ALL

BOLD

NOW
2 for 15c

The recognized standard of cigar quality and cigar value. Bold's pre-eminent popularity is due solely to incomparable and unchangeable quality.

Bobrow Brothers, Inc.
Manufacturers
Philadelphia Penna.

The Liberman New Model SUCTION TABLE

ADJUSTABLE TO COMPEL PALM ROLLING

REQUIRES A MINIMUM OF THE FOREMAN'S ATTENTION

ROLLERS PREFER TO WORK ON IT

It is a fact that, because of the many improvements embodied in this Suction Table, of two nearby factories making practically the same size Cigar at the same price, the one equipped with Liberman New Model Suction Tables experiences less difficulty in keeping its plant working to maximum capacity because of the preference of the operators for the new model over the old style suction tables

CIRCULAR UPON REQUEST *Beware of Infringements*

LIBERMAN MANUFACTURING COMPANY
N. W. Corner 20th and Allegheny Avenue - - PHILADELPHIA, PA.

STICK TO Cinco - IT'S SAFE

2 for 15c
everywhere

OTTO EISENLOHR & BROS. INC.
PHILADELPHIA —— EST. 1850

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Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

FOR SALE

GOING CIGAR FACTORY, MAKING A MILLION CIGARS, selling direct to retailers in four States. Established thirty-five years. Very little capital required. Reason for selling—death of founder. Must be sold at once. Address, L. W. Bradley, care of Bradley Bros., Dubuque, Iowa.

FOR SALE—ONE COMPLETE SET NEWTON-STOAKES LETTERING PENS, with inks and complete instructions for making nifty show cards and price tickets. Absolutely new. Address Box 451, care of "The Tobacco World."

SALESMEN WANTED

verence, energy and enthusiasm.

If you are that man, write us what you are, what you have been selling and for whom.

Our line of sales stimulators to the jobbers pay amazing returns to the producing salesman.

Address Box 452, care of "The Tobacco World."

A RED-BLOODED SALESMAN for each section of the country. Men not afraid to work and who sell with their heads rather than their feet. Must be steady workers, possessing rugged perse-

SITUATION WANTED

A CAPABLE CIGAR FACTORY EXECUTIVE AGGRESSIVE with initiative and executive ability to handle large factory or factories, capable of starting chain of factories; will be open for position shortly. Address Box Z, care of "The Tobacco World."

The Tobacco World
Established 1881

VOLUME 43 APRIL 1, 1923 No. 7

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
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PRICE: United States, Canada, Cuba and Philippine Islands, $2.00 a year. Foreign, $3.50.

Harry Blum's
NATURAL BLOOM
QUALITY CIGARS

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

*fresh
from the factory

*fresh
from the factory

Time—and time alone—ages, cures and mellows the tobacco used in Tuxedo. Nothing can hurry it.

*But after it is blended and packed for smoking, the sooner you smoke it, the better it is.

Tuxedo is now delivered to your dealer in small lots—one dozen tins. The cartons are dated, showing the last day it can be sold.

This insures your getting Tuxedo FRESH From the Factory.

Buy a tin today—try a pipeful—and see how good fresh tobacco can be.

Now 15¢

FRESH
Tuxedo
TOBACCO

Guaranteed by
The American Tobacco Co.

This is the new 1923 Magazine Copy for
Tuxedo
TOBACCO

TUVAL

MADE-IN-BOND AT TAMPA

Good business sense has made it both necessary and profitable for every retailer to carry at least one brand of guaranteed Clear Havana Cigars.

The Made-in-Bond Stamp is the U. S. Government Guarantee that TUVAL cigars are manufactured entirely of imported Havana leaf.

Two generations of clear Havana cigar manufacturing by Marcelino Perez & Co., have won for TUVAL the respect and confidence of the lovers of good cigars.

Marcelino Perez & Co.

4-6 White Street, New York City

YOU'LL BE PLEASED

To note the repeat orders you will receive when using a good wooden package for your good cigars. Our motto: "Satisfactory Service." Try us.

MONROE JARRETT SONS

MANUFACTURERS OF CIGAR BOXES

S.W. COR. RANDOLPH & JEFFERSON STREETS

PHILADELPHIA, PA.

La Flor de Sanchez Y Haya

THE OLD RELIABLE BRAND OF

CLEAR HAVANA CIGARS

Ignacio Haya

THE ARISTOCRAT OF

THE HAVANA FAMILY

MANUFACTURED BY

SANCHEZ & HAYA CO.

FACTORY No. 1 TAMPA, FLORIDA

LA MEGA

Clear Havana Cigar

MADE-IN-BOND

LA MEGA is made only in the finer grades.
More than 50 shapes and sizes to select from.
Prices and terms cheerfully furnished upon application.

V. GUERRA, DIAZ & CO.

TAMPA, FLA.

IT'S A REAL SELLER

"NEW SOUTH"

OUR efforts have been devoted to seeing how good a cigar we could manufacture to retail at FIVE CENTS and still leave a legitimate profit for the jobber and retailer.

Increasing orders from our customers indicate that **"NEW SOUTH"** has won the approval of smokers wherever introduced.

We have enlarged our facilities to meet the growing demand, and at present there is territory open for energetic jobbers seeking an exceptional Five-Cent Cigar. We have it.

CURRY & SMITH

ORLANDO - - FLORIDA

Volume 43

THE TOBACCO WORLD

Number 7

Established 1881

A SEMI-MONTHLY

For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, APRIL 1, 1923 Foreign $3.50

EDITORIAL COMMENT

THE action this week of several large industrial firms advancing their employes' wages five cents and more an hour is an indication of general improvement in business. The cigar industry has shared this prosperous tendency and January and February have been busy months with the manufacturer, jobber and retailer.

A local jobber passed the information that his first week's business in January exceeded his business for the entire month of January, 1922. Up to the present he is far ahead of the same period last year.

The retail trade in the business section seems to be well satisfied with their steady growth of sales but they do not fail to emphasize the fact that the demand is for well known and advertised brands.

There are indications that March has not been as prosperous a month among the manufacturers as January and February, but on the other hand retailers state that their business for March is ahead of February.

We account for it to a certain extent by the fact that there has been a healthy increase in employment and wage increases in many lines.

Since the decline in wages never approached the old pre-war scale (and we doubt if it ever will), we were hopeful that they would remain stationary until business generally became stabilized. However, with a growing file of orders in practically all industries and a shortage of labor of all classes, wages and prices are again responding to the laws of supply and demand.

The cigar industry has not escaped from advances in raw materials and supplies, but wholesale and retail prices have thus far held their own. But if the general advances in wages and living costs continue, it is certain that the cigar industry cannot remain unaffected by economic factors of this character.

Living costs have advanced materially since last September and it is but natural that wages must also advance in proportion. But after all it is a vicious circle in which the laboring man really pays all and more than the increases he gets while the salaried "white collar" man has to dig a little deeper or curtail his expenditures.

WHILE all sorts of freak bills are bound to make their appearance in state legislatures, they receive serious consideration mostly in states of comparatively small population. This is particularly noticeable in reference to bills affecting the tobacco industry.

All kinds of bills find their way to the New York and Pennsylvania legislatures, but if they ever emerge from the committee they are tempered with common sense and broadmindedness, and because of a similar consideration by the legislature they are usually buried or defeated, thus making more time available for really important measures.

State legislatures that can find so much time to endeavor to harass the tobacco industry and the smoking public by legal obstructions, are usually states that produce the occasionally freak representative or senator.

Four or five of this type are to be found in the new Congress. Some of them have been elected because they were on the Republican or Democratic "ticket." Their names on these tickets were as much out of place as Lenine's would have been. Instead of canvassing on some platform that would indicate adherence to some broad policies of natural importance, they went before the people with a solitary plank such as: "Free collar buttons for the Esquimeaux," and were swept into office on a tremendous wave of popular enthusiasm.

The tobacco industry is paying plenty of the nation's bills out of the vast taxes levied upon it. It ought to be vitally interested in the men who make the laws of state and nation.

It is bad enough to let firebrands get into state legislatures but it is a crime against progress to elect them to Congress. But they go out and rouse a part of the population into believing that something ought to be done about something. Part of the population is aroused and they elect their men; the men will sit in the next Congress and endeavor to make good.

And instead of getting a Congress that will devote its time to matters for practical betterment, the level-minded members will have to devote their time to preventing their long-haired and short-brained apprentices from tying up the machinery.

DETROIT

Detroit Factories Running at Capacity—Largest Cigar Ever Manufactured Presented to "Uncle Joe"—New Watkins Cigar Store Will Be One of the Finest—Sanchez & Haya Representative Visits Detroit

Detroit, Mich., March 25, 1923.

AS per usual spring is here. There has not been a year without one in Detroit for many a decade. However, spring is back with all her old-time "Pep." Stores have begun to take down the storm doors, ready for the rush that comes with the warm spring sunshine. Retail cigar trade is showing rapid improvement and news from the jobbing and wholesale distributors indicate that business is good, but collections are reported to be poor. The congestion of freight in the various terminals has caused our local distributors some annoyance in the shortage of different sizes of some brands. Local factories are reported to be running to their full capacity and some are behind in production. All lines of business here are reported to be in A-1 condition.

The many friends of Bert Johnson were very much grieved to learn of the death of his wife Clare N., on Tuesday, March 20th, at her late home, 247 Philadelphia Avenue, East. The burial was in Woodlawn Cemetery, on Thursday, March 22d. Mrs. Johnson had been ill for the last three months and had been confined to her bed for the entire time. She was an active Red Cross worker and was a member of the New Century Club. Her family includes her husband Bert and son Elwood.

The largest smokeable cigar ever manufactured has just been presented to "Uncle Joe" Cannon by the Cigar Manufacturers' Association of New York. It is 28 inches in length, a foot in circumference, and is made of pure Havana shadegrown tobacco, filler and wrapper. It weighs a little more than five pounds, and arrived packed in a special hand made cedar box. Both the box and the cigar bear the regulation wrapper and band, the box carrying a special stamp. The presentation was made at Danville, Ill., the home of "Uncle Joe."

Skilled workmen are making rapid progress with the installation of the new fixtures, humidors, etc., for the grand opening of the Watkins Cigar Stores Company's new store in the Majestic Building, which is located at one of Detroit's busiest corners, Woodward and Michigan Avenues. When completed, this store will rank as one of the finest in the United States and will be the show place of the Watkins chain. The opening date is set for April 10th, at which time the store will be stocked with the finest line and assortment of cigars, pipes and smokers' articles to be found on the continent, such brands as "Cressida," "Bering," "Horse Heads," "Sanchez & Haya," "Medalist," "Manatia," etc., which are featured by the Watkins chain exclusively, will be in evidence, as well as all other popular and local brands. The new store will have as its manager Harry Kaichen, whose long experience in the cigar business and his many years' tutelage under the personal supervision of R. E. (Doc) Watkins, befits him admirably for the honor position as manager. Harry will be assisted by Frank Girardot, who has been associated with the Watkins company for several years, and two other junior clerks who have been taught the Watkins method of serving the trade. "For he who serves best serves well."

The Detroit Union League Club is going over the top in great style in the membership drive. Already over 850 of Detroit's prominent business men have enrolled for membership. The cigar and tobacco industry is well represented and many leaders in this line have signed up. The club rooms will be located on Grand River Avenue, between Woodward and Griswold Streets, in the new building, which has been named the UNION LEAGUE CLUB BUILDING. The five top floors will be used by the club, for its rest rooms, banquet hall, restaurant, cafeteria and billiard rooms. Plans are for the official opening on May 1st, at which time a big banquet will be served to the members.

Henry L. Lichtig, of Rosenthal Brothers, manufacturers of "R-B" cigars, called on the retail trade here last week and reported a very satisfactory business.

J. M. Enslow, the "Stogie" manufacturer of Philadelphia, Pa., was on the list of visitors who signed THE TOBACCO WORLD register here last week.

Jack Finn (Philip Morris & Co.) has a fine showing on "English Oval" cigarettes, and many attractive window displays are to be seen all over the city. Jack has conducted a very successful campaign on "English Oval" cigarettes, and has shown a wonderful increase in sales since taking over this territory.

"The Cigar Coupon often makes better smoking than the cigar."

Walter W. Jacobs, of Starlight Brothers, "La Rosa De Paris" cigars, was with us for a few days last week and reported a very satisfactory business on his brands.

Bailey-Wilkin Company have taken over the cigar department of L. H. Stradley, 231 Jefferson Avenue, West. The new company will distribute "Don Antonio" cigars, in Detroit and vicinity.

C. M. Ehalt, of the Kaltreider Cigar Company, Red Lion, Pa., called on the retail trade here last week.

Samuel Zinberg and H. C. Comoy, of the House of Comoy, London, Eng., were recent visitors to the city of Detroit. Sam was showing his wonderful line of spring styles for the boys who hit the pipe. The Watkins Cigar Stores Company are the exclusive agents for the "House of Comoy" in Detroit and vicinity and is their feature line.

George Meigs (A. Amo & Co.), "La Democracia" and "La Amo" cigars, who has been confined to his home for the past several weeks with a case of grippe, is out and on the job as usual.

"Little Odin" (Lubetsky Bros. Co.), five-cent cigar, has made a wonderful showing on this market, and is being distributed by the National Grocery Company. "Little Odin" is imported Sumatra wrapped and long filler, and is a rapid repeater in every store.

Bernard Schwartz, of the Bernard Schwartz Cigar Corporation, has returned from a business trip to the New York leaf market.

"Cinco De Luxe," the new size retailing at 10 cents, is making a hit with the Detroit smokers, practically every dealer having them on sale; and reports indicate a big repeat business. "Cinco De Luxe," are distributed by Lee & Cady in the State of Michigan, and are a product of Otto Eisenlohr & Brothers, Philadelphia, Pa.

Colonel D. H. Moulsdale, plenipotentiary of Sanchez & Haya Company, Factory No. 1, Tampa, Fla., manufacturers of "Ignacio Haya," the aristocrat of the Havana family, and "La Flor de Sanchez Y Haya," the old reliable brand of clear Havana cigars, has arrived in our midst. The Colonel is full and running over with "Pep" and is out to make 1923 a record year for his firm. His sample line is unsurpassed and is one that the trade is eager to see. From last reports the Colonel had sent many fat orders back to the Sunny South.

Vincent Planco, of Ruy Suarez & Company, manufacturers of "Planco" cigars, was a recent visitor to Detroit and called on the Worth Cigar Company, local distributors of "Planco" cigars.

"Funny none of the lists of achievements of the Sixty-seventh Congress says anything about the return of the 5-cent cigar."

Otto Gerh, of E. Hecht & Company, Chicago, Ill., "Leaf Tobacco," called on the Detroit manufacturers last week.

Sam Adler, of E. Popper & Company, New York, N. Y., has been sojourning in our midst for the past ten days conducting a campaign on "Popper's Ace," which are distributed by The Harry W. Watson Company. An extensive newspaper campaign is also part of Sam's programme to put over this wonderful smoke. The local distributors have already secured a wonderful distribution, and repeat orders are the daily routine.

Harry A. McCrary, of San Martin & Leon, Tampa, Fla., called on the retail trade and city clubs last week.

Ralph G. Damon (Ruy Suarez & Co.), the "Planco" booster of Michigan, has returned from a ten days' campaign in the western part of the state, where he found "Planco" cigars, well installed in the hearts of the smokers.

E. A. Jacobs (Villar Langa Co.), New York City, N. Y., was on the list of visitors who signed THE TOBACCO WORLD register at Bert Johnson's.

R. E. "Bob" Ellis, western representative of E. P. Cordero & Company, manufacturers of "Mi Hogar" cigars, called on the Worth Cigar Company this week in the interests of his brand.

Tom Branyan (Jose Escalante & Co.) called on the trade here last week, with "Corina," queen of Havana cigars. Tom always enjoys a good business here, as "Corina" cigars are well known to Detroit smokers.

Edward Wodiska, of Gonzales & Mendez, Inc., Fort Myers, Fla., was on the list of out-of-town visitors last week and signed THE TOBACCO WORLD register at the Watkins Cigar Stores Company, in the David Whitney Building. Ed. always enjoys a good business here on his line of clear Havana cigars made in bond, and left with his usual supply of fat orders.

Joe Marcero, president of J. L. Marcero & Company, distributor of "El Producto," "Dutch Masters," "Joan of Arc," and many other popular brands, has returned from a ten days' business and pleasure trip through the West.

Jesse Powell (E. A. Kline), New York City, N. Y., "Medalist" cigars, was on the list of visitors last week and made the rounds of the clubs and leading retailers.

Willis A. Andruss, salesmanager of the Congress Cigar Company, Philadelphia, Pa., manufacturers of the famous "La Palina" cigars, called on Lee & Cady this week, Michigan distributors of "La Palina" cigars.

Chas. F. Becker and Al. E. Webb, of the firm of Chas. F. Becker Company, have returned from a trip to New York City and Newark, N. J., where they visited the factory of Waitt & Bond, Inc., manufacturers of "Blackstone" cigars.

Don't forget to sign up for THE TOBACCO WORLD for the summer period and have it follow you to your camping resort. Keep posted on what's doing in the tobacco field while basking in the sunshine and enjoying the flowers.

Yours truly,

Mike of Detroit

HIRSCHHORN HEADS S. A. DRIVE

A campaign will be launched in New York City on May 1st by the Salvation Army to raise $500,000 to carry on their work in Greater New York.

Fred Hirschhorn, president of The General Cigar Company, 119 West Fortieth Street, has accepted the chairmanship of the "Tobacco Division" which will be organized to carry on the work of raising the amount apportioned to the tobacco industry of New York City.

Mr. Hirschhorn has long been a friend of the Salvation Army and is particularly interested in this campaign because every penny of this fund is to be used in bettering conditions of the needy in New York City.

TAMPA

Everything Points to Record Demand for Clear Havanas —Shortage of Skilled Labor Grows More Imminent

Tampa, Fla., March 28th, 1923.

ALL signs point out to an unprecedented demand for clear Havana cigars made by hand; and as Tampa is the largest producer of this class of goods, our factories are getting extremely busy, pushed up steadily by the rising tide of orders coming from every quarter of the compass, as indications of the general betterment of conditions throughout the country, and the refinement in taste of the American smoker. Our manufacturers, therefore, have cause for feeling a sense of relief from the previous outlook at the beinning of the year, and to look ahead hopefully for good business and that long-waited-for prosperity; but (there is always a but), where are they going to get the necessary supply of skilled labor to manufacture the high class of hand-made cigars growing in demand day by day? Labor is 50 per cent. the component of a high-grade cigar, and if the manufacturers are running short of the right kind of labor, it is evident that the only way to solve the problem is to create that labor.

For a long time the suggestion has been made to establish an industrial school in Tampa for teaching cigarmakers, financed and operated by the manufacturers jointly in the shape of a stock company, in which every one of them should take stock according to their means and necessities. Several attempts have been made to teach a sufficient number of apprentices in the individual factories, and every attempt has been a failure so far. That the necessity of more labor in the cigar industry is general, is proved by the efforts made in other cigar centers to create an adequate supply without satisfactory success; and if such is the case in localities thickly populated and employing machinery and mechanical devices, how is Tampa going to meet the growing demand for fine sizes that can be produced only by the hand of man? This is the problem of the hour; and it is to be hoped that our manufacturers, especially those belonging to the Cigar Manufacturers' Association, that has been able to overcome great obstacles and maintain the standard of the Tampa cigar, will lose no time in giving a serious thought to this problem, and solve it in the only way that might perpetuate their business and the supremacy of Tampa in the cigar industry; that is, by starting an industrial school of cigarmaking.

Mariano Alvarez, manager of A. Santaella & Company, is back at the factory from a business trip to New York and Connecticut, where he found tobacco sky-high and hard to get, especially the light color wrappers yet in demand by a misinformed number of smokers, acting under the delusion that a light color wrapper means a mild cigar. It would not be amiss at this point to mention that the writer remembers the time when light color wrappers and fillers were in the discard in Cuba, and sold for export to Germany at any price that could be gotten, as nobody in those times entertained the idea of smoking green unripen tobacco to obtain a mild cigar.

Joe Perez, of Marcelino Perez & Company, reports to be forced to increase the number of hands by the arrival of orders in every mail; all their salesmen are on the road; Faulkner in the South, Hammer in St. Louis, Wilman in Connecticut, and Mannie in Baltimore at present. More than fifty new accounts have been added to their books, and Joe commences to wonder where he is going to get the skilled cigarmakers for the orders of fine sizes that are accumulating, when the season advances.

C. E. Keene, connected with the American Tobacco Company, has been spending his usual vacation at this time of the year in the Tampa Bay Hotel, and left for home last Sunday. During his stay here he was attended by Enrique Pendas, the resident manager of the Havana-American Company, a subsidiary of the A. T. C., with whom Mr. Keene has been exchanging his optimistic impressions about the business in the near future.

Manuel Corral, head of the house of Corral-Wodiska & Company, still remains at Havana attending to increasing his holdings of choice tobacco, thus preserving their well-established standard for quality. Their factory is working with the steadiness of a clock, and manager Frank Sierra holds the fort with the skill and nonchalance of a veteran.

Mr. A. L. Cuesta, Sr., is another of our prominent manufacturers held in Havana by the requirements of his leaf supply; his factories consume a great deal of material, and when this has to be purchased in large quantities and the proper quality, it is not an easy job.

Jorge Leon, of San Martin & Leon Company, is expected back at the factory about next Friday from New York, where he went on business a week ago. Harry McCrary, their salesman, is covering the Middle West and giving good account of himself.

D. H. Moulsdale, head salesman of Sanchez & Haya, has reported from Chicago that the "Flor de

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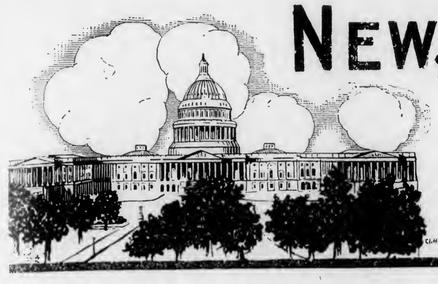

NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

Washington, D. C.

THE American Tobacco Company, the P. Lorillard Company and the Tobacco Jobbers' Association of Western Pennsylvania are named as respondents in a complaint just issued by the Federal Trade Commission charging unfair competition through price-fixing in the tobacco industry.

The two tobacco companies, separately in conjunction with the Tobacco Jobbers' Association of Western Pennsylvania, are charged by the Commission with entering into agreements and understandings to abide by certain specified standard prices at which tobacco concerns' products shall be resold. This was accomplished in part, it is alleged, by the respondents refusing to sell to dealers who did not adhere to and agree to sell at respondents' fixed prices.

The respondents are given thirty days in which to file an answer to the charges, at the end of which time a hearing will be held on the case.

A combination to fix and maintain standard resale prices for tobacco products is charged in a formal complaint just issued by the Federal Trade Commission against the American Tobacco Company, the Scotten-Dillon Company, the Tobacco Products Corporation, C. F. Adams, Harry E. Sloan and the Midwest Tobacco Jobbers' Association, its officers and members.

The complaint charges that the respondents maintained resale prices by conspiracy and concerted agreement, some of the methods used, through the Midwest Tobacco Jobbers' Association, being refusal to sell to dealers unless such dealers agree to resell at the standard prices; refusing to sell to dealers who do not abide by respondents' price list, and selling only to certain agreed-upon sub-jobbers at sub-jobbers' prices. The Midwest Tobacco Jobbers' Association is composed of tobacco jobbers of Kansas City.

Parcel post and other classes of postal service may be considerably curtailed before the end of the current fiscal year, as a result of the rapid depletion of funds appropriated for the Post Office Department, according to an announcement by Postmaster General New. Very little money now remains to the credit of the Post Office Department for the conduct of its work during the interval between the present and June 30, the end of the current fiscal year. This is due, in part, to a reduction in postal appropriations, made when the department thought it would be able to effect economies which would make the funds appropriated sufficient, and in part to the great increase in the volume of mail as a result of the improved business conditions. The constantly rising volume of mail in all sections of the country has gone far beyond the expectations of the department, it is stated.

As Congress is not in session no further appropriations can be had before the end of the fiscal year, and it is up to the Post Office Department to continue its service with such money as it may have remaining. All extra work in the post offices throughout the country is to be discontinued, carriers and other employes are to be put on a straight eight-hour day, so as to avoid overtime payments, and every effort will be made to effect economies without materially reducing the service, but unless sufficient reductions can be made in normal expenditures it will be necessary to curtail some classes of service. While every effort will be made to get the mails through on the present schedule, it is feared that the failure of funds may result in slowing up the parcel post service to some extent.

Imports during the calendar year 1922 were more than a half billion dollars more than those of the preceding twelve months, according to figures which have just been compiled by the Department of Commerce. Total imports for the year were $3,116,054,051, as compared with $2,509,147,570 for 1921, an increase for last year of $606,906,481.

December imports reached a total of $297,000,000, according to preliminary figures received by the department which, with the exception of the month of September, when there was a great rush to get goods in before the new tariff law went into effect, was the heaviest total for any month outside of November, 1920. The figures show that imports have run consistently heavier ever since the new law was put into effect. During the months of May, June and July of last year imports averaged a little more than a quarter billion dollars a month. The months of August and September, of course, saw a rush made to get goods into the country under the old law, so that the imports of these months can not be included in the

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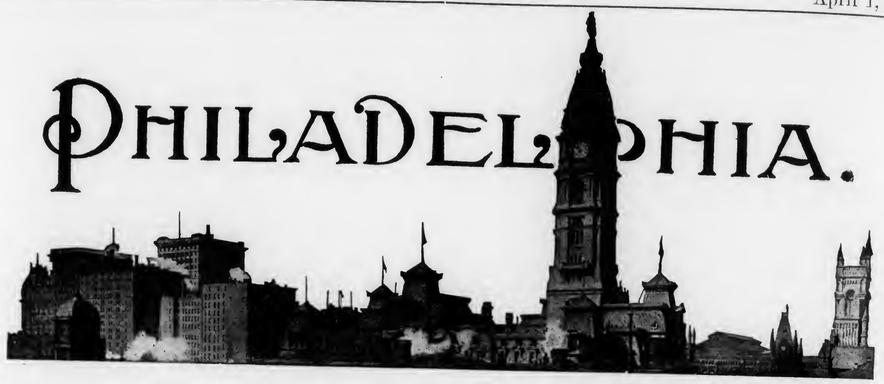
PHILADELPHIA.



BANDITS ARE CAPTURED AFTER SENSATIONAL HOLD UP OF ANOTHER UNITED STORE

Shortly after E. J. Cuminsky had opened the United Cigar Store at Fifteenth and Chestnut, on Monday morning, March 26th, and was waiting on a customer, two strangers entered and covered Cuminsky and the customer each with a gun. The customer was forced into a telephone booth and Cuminsky was bound and gagged while the bandits rifled the cash register and also lifted the strong box from the safe containing $250. The bandits then separated, and one jumped in a taxi, but the driver started up quickly and then stalled, throwing the bandit to the floor of the car, after which the driver left the cab on the run. The second bandit attempted to board a trolley, but the motorman shut the door in his face, throwing him to the ground, and Policeman Faulkner was on him before he could get up. The first bandit then attempted to rescue his companion, but the policeman succeeded in subduing both and marching them single-handed to City Hall. The bandits fired four shots, and the policeman two, in the scrimmage. The bandits were held without bail for a hearing next Monday, April 2. A spectator was shot through the arm but only slightly wounded.

COSMOPOLITAN WILL MOVE TO NEW QUARTERS

The Cosmopolitan Cigar Company, which has been manufacturing at the northeast corner of Fourth and Market Streets, will move to their new quarters in the building recently purchased from Sig C. Mayer at 406 Cherry Street, where the increase in the space to be used by them will enable them to make a large increase in their production, which is necessary to take care of the ever-increasing demand for their popular brand, "Bellefair."

"OPTIMO" BRAND POPULAR IN CITY

The "Optimo" brand, which has been distributed in this city for a number of years by Yahn & McDonnell, is rapidly becoming one of the leading local sellers. The new Queen size is already a favorite but the leading shape is and has been for a number of years the Kings. "Optimo" is carrying the reputation and fame of Tampa as a cigar manufacturing center to many new dealers and as a result new customers of the brand are being added daily.

INJUNCTION OBTAINED AGAINST "VIRGINIA LEE" IMITATOR

Hon. John M. Tierney, Justice of the Supreme Court of New York, has granted a permanent injunction in favor of the Wm. J. Seidenberg Corporation, which stops the further use of boxes bearing the Virginia Lee label or the use of the name or title Virginia Lee in any manner whatsoever by any other cigar manufacturer, his agents, representatives and servants.

This stops piracy by an unscrupulous manufacturer who has been offering inferior imitations of the well-known, high-quality "Virginia Lee" cigar, which practice was creating a condition likely to deceive and mislead the consuming public into the belief that they were getting the genuine "Virginia Lee" cigar.

Dusel, Goodloe & Company are distributors for this famous brand in Philadelphia, Atlantic City, and surrounding territory. The "Virginia Lee" is a mild Havana cigar, retailing for 10 cents, two for 25 cents, 15 cents, and three for 50 cents.

HIPPLE BROTHERS TO IMPORT SUMATRA DIRECT

The well-known leaf firm of Hipple Brothers, 151 North Third Street, will in the future import their Sumatra tobacco direct. Charles N. Hipple sailed for Holland last week and will remain for the remaining inscriptions of the season and lay in a supply of finest Sumatra for their customers. This well-known leaf house has always carried a fine line of Pennsylvania and Connecticut tobacco and have an intimate knowledge in tobacco through their long experience.

CRESSMAN'S "MANUEL" IN NEW PACKING

Allen R. Cressman's Sons "Flor de Manuel" in a new packing of five cigars to the pack is being pushed on the local market during the past week and is meeting with tremendous success.

This packing is a very convenient way for the smoker to handle this, his favorite cigar.

LEO WEISS CALLED IN FROM TRIP ON ACCOUNT OF SICKNESS

Leo Weiss, of Antonio Roig & Langsdorf, manufacturers of "Girard" cigars, was called in from a trip the past week on account of the serious illness of his daughter. We are glad to report she is well on the road to recovery, however, at this time.

The Spanish Cedar Cigar Box Assures the Smoker of *Certainty of Quality*

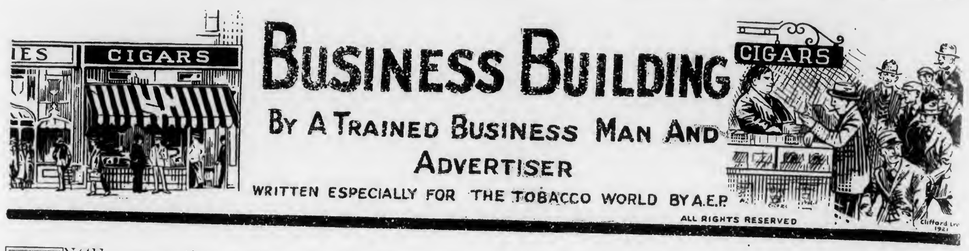
When the Smoker opens a box of Cigars packed in SPANISH CEDAR he is positively assured of *Certainty of Quality*.

This wood keeps the Cigar best because it preserves and mellows the fragrance of the leaf.

It is traditional with the leading cigar manufacturers of the world that most of their brands have never been packed, since their inception, in any wood other than SPANISH CEDAR.

Jobbers, Retailers and Smokers all know the virtues of SPANISH CEDAR and they are insisting more and more that their brands be packed in CEDAR.

(*ADVERTISEMENT*)

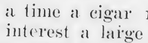


ONCE upon a time a cigar manufacturer was trying to interest a large distributor to become interested in his line. This distributor was a man of high ideals, who handled only fine goods and who was as jealous of his reputation as is an old woman who has married a young and handsome man. And that is saying something about jealousy.

The manufacturer had a new and handsome factory, equipped with all the latest and labor-saving machinery, capable of turning out cigars up to the limit of speed. He personally conducted his visitor over the factory, stopping all the various machines to explain the speedy and accurate way in which they performed their work.

Arriving in the office he took up the proposition of having the distributor represent him in the city. But the distributor was offish. He failed to warm up to the proposition and could not be induced to talk turkey. Finally, he said to the manufacturer: "I am impressed with your factory and the completeness of the plant and the machinery, but I know very little as yet about your cigars. It takes more than a fine factory, complete machines and skilled workers to make good cigars. It is the man behind it all which counts, and as yet I do not know YOU."

In your store, just as in the large factory, it is the man behind it which counts. Your personality, your policy, your character are more important to the welfare of the business than aught else. Therefore, you should develop your good traits to the highest and then stamp your personality upon your establishment.



Our little friend, Coue, from France, tells us that if we want to get well and stay well from our ailments we should invoke the imagination, not the will. He says it is the imagination which controls the physical man.

But it isn't the imagination which controls our work and our business.

It is the Will.

If you want to develop your business; if you want promotion in your work and wage you should be sure and invoke your Will—your Will to Win.

For the fight is so long, so hard, so tedious; there are so many things to do which seem so utterly unimportant; there are so many discouragements and disappointments; there is so much inertia to be overcome; there are so many little devils asking "What's the use?"; that if you don't bring to bear your Will, a strong Will, a positive Will to Win, you will stop by the wayside, and give up your ambitions.

But if you will first develop your Will, and swear by the Great Horn Spoon that you will win or break a leg, and if you will strike your counter as you swear the swear, until the white oak splinters, why, you'll win out. You sure will. There ain't nothing else for you to do.

Go to it.

"Interested salesmanship," an authority states, will greatly increase the sales and the selling capacity of a clerk.

The two strongest factors which favorably impress and strongly incline people to buy of a person are, first, that he knows his goods through and through, and, second, that he is intensely interested in giving his customer just the kind, style and priced article as will best please the customer.

Don't pooh pooh this, and call it academic, and turn straightway to the humorous page. Pound it in your head by careful thought, give it the respectful consideration it deserves. Reflect how easy it is to become posted on your goods, and to become interested in pleasing every one you wait on. And then reflect on the large rewards which follow.

It will make you a good salesman, and to turn yourself from a medium salesman to a top-notcher, may be your start up the ladder to some lofty place of responsibility, power and wealth. This is no exaggeration. No play upon words.

To be intensely interested in pleasing don't mean you must overwhelm the party with a flood of words. It don't mean you must be provokingly nervous in your desire to please. You must cultivate a real and sincere desire to please, and then let that desire express itself in a natural way. Be your natural self, and don't conceal this interest which you have. Be calm, self-possessed, dignified, friendly. Don't slop over—and there you are. A cracker-jack salesman, selling lots of goods.

"That don't interest me," you may say when some one tells you that business is good and everybody has employment at good wages. And you may elucidate your remark by explaining that you are not a wage man, but that you have a little business of your own which furnishes you a livelihood.

But it does interest you, and I will tell you why. The customs, tastes and habits of folks are going to

(*Continued on Page 23*)

THE Model L Universal Short Filler Bunch Machine has been developed and perfected by a practical cigar manufacturer as well as an experienced mechanical engineer. It satisfies the strong demand of cigar manufacturers for a short filler bunch machine that will give complete and uniform results regardless of filler conditions.

It is a saver of time and money, a guarantee of finely made, good smoking cigars. For the following ten reasons the Model L Universal is highly recommended for working short filler or large size scrap:

1. Uniform size and weight of bunches assured.
2. Short filler of unequal sizes handled efficiently.
3. Short, fluffy filler, because the tobacco is lifted from the hopper—a great improvement over the gravity method of feeding.
4. Damp or dry tobacco handled with equally good results.
5. A long, even rolling for better smoking qualities.
6. A very substantial labor saving.
7. Instant adjustment of weighing scale to meet all requirements.
8. Low cost of upkeep because not easily put out of order.
9. Straight or shaped work equally well done.
10. Makes right and left hand bunches.

The Model L Universal Short Filler Bunch Machine

Price $500

Complete With Folding Chair and ⅓ H. P. Motor

A specially designed folding chair goes with the Model L Universal Short Filler Bunch Machine. Complete satisfaction for both manufacturer and operator goes with it too.

Motor furnished to be AC 1/6 H.P., with wood base and wire connection (our Standard), 110 or 220 volt, 60 cycle, single phase; or DC 1/6 H. P. with wood base and wire connection (our Standard), 115 or 230 volt.

Motors varying from these specifications are special motors and subject to our prevailing prices

Price F. O. B. (Ex Works) Factory, Newark, N. J., U. S. A.

Universal Tobacco Machine Co.

116 West 32nd Street, New York, U. S. A.

Factory: Newark, N. J., U. S. A.

PRODUCING bunches of uniform size and weight, and simplicity of construction and operation, are the greatest assets of the Model L Universal Short Filler Bunch Machine. It handles both straight and shaped work with equal certainty. It is equipped with either a straight or a curved rolling table as preferred. Use of the straight table permits the making of right and left hand bunches on the same machine.

The filler is placed in the hopper and thence automatically carried by a conveying chain up and over the hopper and spread upon a moving feed belt. A revolving kicker above the belt evenly spreads the tobacco, which is then carried to an automatic scale, where it is weighed. When a predetermined amount of tobacco for a cigar has entered the scale the belt and conveying chain automatically stop. The scale is extremely accurate and the weight never varies from that for which it is regulated.

From the scale the tobacco is automatically deposited on a plate from which it is transferred by a pusher to the rolling apron pocket. A plunger presses the tobacco evenly in the pocket where a binder has previously been laid. The filler is now rolled into the binder and deposited directly in front of the operator where it is held in place by spring clips and ready to be placed in the mold.

The Model L Universal does not easily get out of order and nails, wire or other foreign substances that may accidently get into the hopper will not do any damage.

This machine is so timed that a capable operator can produce from 4500 to 5000 bunches per day of nine hours. Ten days time is ample to develop a skilled operator on the Model L Universal Short Filler Bunch Machine.

News from Congress

(*Continued from Page 11*)

comparison, but for the months of October, November and December, the first three full months under the new law, the imports averaged more than $280,000,000 a month.

The painting of store fronts in colors or manner in imitation of a competitor constitutes an unfair business practice, according to the Federal Trade Commission, which has embarked upon a campaign against merchants who resort to such practices. The Commission also bans the use of signs similar to those of competitors. Cases have already been brought by the Commission against retailers who are charged with having caused their store fronts to be painted in close simulation to those of competitors, the Commission alleging that these practices are a confusion to the public and unfair to the competitor.

The Post Office Department has announced that, effective April 1, next, registered mail may be insured to a limit of $100, instead of the maximum of $50 now allowed by the law. The increased indemnity is provided in response to a widespread demand from houses which ship considerable quantities of valuable articles through the mails. In the past some firms have made a practice of sending such articles by parcel post in order to take advantage of the insurance privilege on that class of mail, which has a limit of $100, and it was felt that there was no objection to increasing the limit for registered mail to that amount, since many of these concerns would prefer to send their goods in that way. The fee for the $100 indemnity will be 20 cents, but indemnity up to $50 will be obtainable at the present rate of 10 cents.

Railroad legislation will take first place in the session of Congress which opens next December, according to Senator Simmons, of North Carolina, who has just returned to Washington. It is Mr. Simmons' opinion that it is vitally necessary for the development of the country and the well-being of the manufacturing and agricultural interests to bring about a reduction of the present high rates for transportation on the railroads.

"With rates that are prohibitive in many instances, it is impossible for the country to continue with its development as it should," said Senator Simmons in discussing the question. "I believe that when Congress meets again legislation dealing with the railroads will occupy much of the time of that body."

The present tariff law will also be made an issue in the next Presidential campaign, the Senator declared, asserting that he found the law becoming more and more unpopular and that he believed that tariff had much to do with the Republican reverses in the elections last November.

"The tariff law has brought the results we predicted while it was under consideration," he said. "It has resulted in higher prices for many staple articles that the people must have, and the people are restive under these higher prices."

Senator Simmons is ranking Democratic member of the Senate Finance Committee and one of the authors of the Simmons-Underwood tariff law, the last Democratic tariff act. He declared, however, that he did not believe the tariff or tax legislation would be taken up during the next session, because the Republicans were still in control of the Senate and House, although by narrow margins, and would not permit any bills for such purposes to be taken up.

DEPARTMENT OF AGRICULTURE SEEKING ASSISTANT MARKETING SPECIALIST IN TOBACCO STANDARDIZATION AND WAREHOUSING

The United States Civil Service Commission announces open competitive examination for Associate and Assistant Marketing Specialist; the salary of the former being $3000 to $4000 a year, and of the latter $2400 to $3000 a year. (Tobacco Standardization and Warehousing.)

To fill positions in the Bureau of Agricultural Economics, Department of Agriculture, Washington, D. C., and in the field.

Applications will be rated as received until April 30, 1923.

Competitors will not be required to report for examination at any place, but will be rated on the subject of education and experience, weighted at 70 per cent., and a thesis or discussion, to be filed with the application, weighted at 30 per cent.

Certain specifications are made as to minimum education and experience required.

Full information and application blanks may be obtained from the United States Civil Service Commission, Washington, D. C., or secretary of the board of United States Civil Service Examiners at the post office or customhouse in any city.

FRENCH SCIENTIST ENDORSES TOBACCO AS AID TO HEALTH

The following dispatch was received by the "Public Ledger" from Paris:

Paris, March 21.—(By Cable.)—In direct contradiction of the old belief that smoking is injurious, a scientist here has proved that the habit, if not abused, is an aid to health.

Experiments conducted by Dr. E. P. Roger show that while the nicotine extracted chemically from ten grams of tobacco is sufficient to kill a dog, the same amount of "weed" when burned gives a negligible amount of nicotine in the smoke.

"Fire," says Dr. Roger, "transforms the nicotine into such substances as creosols and phenols, which, while slightly irritating, are excellent antiseptics for the respiratory channels, especially in view of the fact that these substances are anti-oxygenous and, therefore, serve to arrest the vitality of microbes, which need oxygen to aid their development."

The scientist cites as popular proof, bearing out the results of his experiments, the greater number of smokers who maintain their health in certain epidemics, notably of cerebro-spinal meningitis.

NEW SOUTH CAROLINA LAW TAXES CIGARS, CIGARETTES AND TOBACCO

First State in the Union to Levy Such a Tax

South Carolina has just enacted a commodity tax law which places this State in the position of being the first State in the Union to levy a state tax on cigars and tobacco in addition to cigarettes.

In making this announcement, Charles Dushkind, managing director of the T. M. A., points out that while there has been a general epidemic of tax legislation this year affecting all forms of tobacco products, the South Carolina measure is the first and only measure enacted into law which applies to cigars and tobacco in addition to cigarettes.

All other attempts to tax cigars and tobacco have thus far been successfully combatted.

Several bills providing for taxes on cigars and tobacco as well as cigarettes are, however, still pending, but according to Mr. Dushkind there appears to be no cause for serious apprehension concerning the passage of any other tax measures at this time.

Schedule of Tax Rates Under South Carolina Law

The new South Carolina law which becomes effective May 1, 1923, levies the following taxes on tobacco products:

Upon cigars of all description made of tobacco, or any substitute therefor and weighing not more than 3 pounds per M., 50 cents per M.

Upon cigars made of tobacco or any substitute therefor, and weighing more than 3 pounds per M.,

If manufactured or imported to retail at not more than 6 cents each, $2 per M.

If manufactured or imported to retail at more than 6 cents each and not more than 8 cents each, $4 per M.

If manufactured or imported to retail at more than 8 cents each and not more than 15 cents each, $6 per M.

If manufactured or imported to retail at more than 15 cents each and not more than 20 cents each, $8 per M.

If manufactured or imported to retail at more than 20 cents each, $10 per M.

On cigarettes made of tobacco, or any substitute therefor, and weighing not more than 3 pounds per M., $1 per M.

On cigarettes made of tobacco, or any substitute therefor, and weighing more than 3 pounds per M., $2.41 per M.

On pipe tobacco and other tobacco not sold in a form suitable for smoking as a cigar or cigarette without the use of cigarette papers or other means of adaptation by the smoker, 6 cents per pound.

The act further provides:

"Whenever, in this section, reference is made to cigars manufactured or imported to sell at not over a certain price each, then in determining the tax to be paid regard shall be had to the ordinary retail price of a single cigar.

"That license taxes imposed by this section shall be paid by stamps and no article or commodity requiring stamps shall be sold, offered or exhibited for sale in this State without such stamps being affixed as herein provided.

"In the case of cigars the stamps shall be affixed to the boxes or containers in which, or from which, normally sold.

"In the case of cigarettes the stamps shall be affixed to the individual packages of cigarettes.

"In the case of pipe tobacco and other tobacco not prepared in the form of cigars or cigarettes, the stamps shall be affixed to the carton, box or other container in which, or from which, normally sold, or if there is no carton, box or other container, to the individual package."

Some hope that this discriminatory tax may be substantially reduced is found in Section 23 of the act, which grants the Tax Commission power and authority to reduce any of the license taxes imposed by the statute.

Undoubtedly a movement will be started at once by the tobacco trade in the State of South Carolina with that end in view.

CAPTAIN CYRIL TURNER, THE SKY-WRITING PILOT

Captain Cyril Turner, A. F. C., the sky-writing pilot, was one of England's finest test pilots during the war. Although only nineteen years of age when he transferred from the infantry to the Royal Flying Corps in July of 1916, he immediately displayed his natural aptitude by qualifying as a pilot in three days.

He was then ordered overseas, but at the last moment was detailed to Hendon as ferry pilot, in which capacity Captain Turner flew 153 machines from England to France, everything that came along, from small high-powered fighting machines to huge Handley-Page bombers.

In January, 1918, Captain Turner was transferred to the testing staff at Hendon, where all new machines were put through their paces before delivery to the front. Here he kept up a strenuous average of "putting through" 150 machines a month right up to Armistice time, a feat which earned for him his Air Force Cross.

On demoblization early in 1919, he was appointed demonstration pilot to the British Aerial Transport Company, demonstrating their commercial machines and their "Bantam" fighters in foreign countries. He particularly added to his laurels at the Elta Flying Meet in Amsterdam in 1919, where his wonderful handling of the "Bantam" made him a popular hero.

Captain Turner's connection with sky-writing dates from June, 1921, when he joined Major Savage's organization. This was about the time when Major Savage had succeeded in producing satisfactory and controllable smoke trails from an aeroplane, but no actual writing had been accomplished. This Cyril or "Squirrell" Turner as he was affectionately called, immediately proceeded to do. It was slow work at first. Every morning before daylight for months on end, he and Savage and their faithful mechanics were at the flying field waiting for the first peep of dawn so that they could get away on their trials without being observed.

Secrecy was everything, as the patent proposition had to be safeguarded.

Captain Turner's first trial was of a three-lettered word "VIM"; this was stretched to the five letters "DAILY"; then came a seven-lettered effort "CASTROL"; and the final triumph "DAILY MAIL." This landed their first big contract and from that time onwards development has been almost meteoric.

Captain Turner's biggest effort was to give sixteen different demonstrations in one day, and, for the rest, the introduction of sky-writing in England, France, Belgium and America between June and December, 1922, is not a bad six months' work.

Tampa Items

(Continued from Page 10)

Ignacio Haya" is going fine; he expects to keep the factory busy from now on.

Manuel Garcia, resident partner of Perfecto Garcia & Bro., says that his brother, Jose, is unable to leave his Chicago headquarters, where he is tied up by the daily deluge of orders that he has to transmit to the factory; their stock is exhausted and already the demand has overtaxed the capacity for production at the factory, although at present more than three hundred cigarmakers are employed at the benches. While visiting the factory, the writer witnessed the consultation between Mr. Manuel Garci aand Architect Fred James towards an addition to the building; this will consist of fifty feet to the rear, three stories high and basement, and when completed will accommodate over five hundred cigarmakers comfortably. Work on this addition will start as soon as proper drawings are made and materials are available.

Manager Francisco Gonzalez, of Garcia & Vega, says that their selling force is very active in all sections of the country, especially Antonio Garcia and Frank Lopez, who report from Chicago that business is showing a decided improvement.

Gradiaz Annis & Company are steady at work in spite of the fact that Julius Annis was compelled to quit the road temporarily, having been called to New York on account of an operation to be performed on his son.

Gonzalez & Mendez are having their efforts rewarded by the expansion of their business. Their "Dulce" and "Verdi" brands are taking a firm foothold on the market, and this is more noticeable as their veteran representative, Edw. Wodiska, advances towards the Northwest from Chicago.

The United Cigar Stores have secured a long lease on the prominent corner of Franklin and Twiggs Streets, formerly occupied by the King's drug store, where they will install their first cigar store in Tampa, as soon as the building is remodeled to meet their views and requirements. This move of the United is watched with much interest by the other concerns already established in the same line.

Spring is with us and tourists are gradually packing their grips and returning home up North, taking with them pleasant recollections of their stay in the land of flowers and sunshine, and making the resolve to come back in greater numbers at the next coming of Autumn: and they know that they will be welcome.

VERITAS.

A. T. COMPANY TAKES INTEREST IN SCHULTE

Udo M. Reinach, secretary of the Schulte Retail Stores Corporation, has officially confirmed the report that the American Tobacco Company has bought a substantial interest in the Schulte Retail Stores and that the policy of expansion will now go forward with renewed vigor on account of this. Many new stores will be added but the control will remain in the hands of the president, D. A. Schulte.

TOO LATE TO CLASSIFY

FOR SALE—RETAIL STORE IN HEART OF FINANCIAL District of Philadelphia, catering to high-class retail and box trade. Full particulars address Box 900, care of "Tobacco World."

A New Era

FOR

Porto Rican Tobacco

The day of prosperity for the Porto Rican Tobacco Industry has arrived

The phenomenal success of many of the advertised brands of "mild Havana Cigars" is largely due to the use of Porto Rican Tobacco either exclusively or blended with other tobacco as a filler.

In the past it was not always possible to tell whether the tobacco sold as Porto Rican was all grown on that Island or mixed with a foreign tobacco, but now

The Government Guarantees

the source of all tobacco—either in the leaf, scraps, or in cigars—shipped from Porto Rico.

This is done by means of stamps affixed to every barrel or bale of tobacco and on all boxes of cigars or "little cigars."

The White Guarantee Stamp

on shipments of tobacco guarantees that it is of pure Porto Rican growth; on boxes of cigars that the contents were manufactured from tobacco grown on that Island.

For further information write or call

GOVERNMENT OF PORTO RICO

TOBACCO GUARANTEE AGENCY

W. L. Dannahower, Agent

126 Maiden Lane New York City

Telephone: John 1379

He buys by the box

Box sales of cigars are made to men who have decided on the kind of cigar they like.

Many Blackstone smokers are the type that buys by the box.

The Blackstone has a long Havana filler and an imported Sumatra wrapper. Years of consistency in quality, and advertising have made it a national favorite. It is made in the most hygienic manner known to cigar manufacture.

Blackstone

2 for 25¢ CIGARS *Also makers of* TOTEM 8¢ *cigar*

WAITT & BOND, Inc., Newark, N. J.

GONZALEZ & MENDEZ, INC.

CLEAR HAVANA CIGARS EXCLUSIVELY

TAMPA, FLORIDA

EDW. WODISKA, General Representative

CIGAR BOXES

Dependable service—Quality packages—to meet any requirement in the Wooden Containers for Cigars

The WOODEN package is the retainer of AROMA from Factory to Consumer

The Buckley Cigar Box Co., 24 Vine St., DESHLER, OHIO.

The Buckley Box Co., 1106 West Town St., COLUMBUS, OHIO.

F. T. C. IS "IN AGAIN"

Tobacco jobbers of Pennsylvania and Delaware known as the Tri-State Tobacco Jobbers Conference, in conjunction with the American Tobacco Company, are charged by the Federal Trade Commission with fixing and maintaining prices at which certain tobacco products are to be sold.

The respondents for the purpose and with the effect of eliminating competition among themselves and other dealers in tobacco products, entered into an agreement, understanding and conspiracy among themselves to fix, through the Tri-State Tobacco Jobbers Conference, prices at which tobacco products handled by them should thereafter be sold by them, is charged in the complaint.

The members of the Tri-State Tobacco Jobbers Conference, who with the American Tobacco Company are allowed thirty days in which to answer the charges before a day is set for trial, are: T. W. Mahany, president; William J. Stern, secretary and manager; S. D. Ostrow, treasurer; Charles J. Haller; John M. Miller; J. M. Dold, trading as Jacob Haller Estate; F. J. Waldinger; Arthur F. Schultz; Erie Wholesale Grocery Company; Margaret B. Wuenschel, trading as C. B. Wuenschel Company; J. K. Anderson, trading as P. Mining Company; Warren Wholesale Company; Harry Levy; Shenango Valley Grocery Company; John Deck; J. Alvin Jacobson, Clayton A. Jacobson and Edwin A. Jacobson, trading as J. A. Jacobson; R. G. Dawson and F. C. Wooster, trading as Dawson Bros.; Smith & Horton Company; The Richards Brothers Company; J. S. Hotchkiss & Brother Company; Armstrong Grocery Company; Swanson Grocery Company, Inc.; Louis A. Bonini, Mary E. Bonini and George W. Bonini, trading as Bonini Tobacco Company; Zeo P. Sterck, trading as Sterck Tobacco Company; Abel O. Sterck; G. E. Bacharach; Miles Kane Company; and Miles & Company.

ETIQUETTE OF SMOKERS

In many countries, especially in Spain and Cuba, where smoking etiquette is most jealously guarded, a man who is smoking must be sure, when asked by another man for a light, to present his cigar or cigarette for the purpose. To offer a match is to imply the social inferiority of the man who asks for the light, so that between two strangers such an offer is a deadly insult, and sometimes sufficient to cause a duel.

When, however, the difference of social grade is so marked as to be visible in clothing and accoutrement, the match may be offered without offence. When the lighted cigar is offered it must not be thrown away until the man who has offered it has taken at least one puff. Otherwise the insult is greater than would have been the offering of the match.—"Irish Tob. Journal."

PATTERSON BROS. BUY FIFTH AVENUE COMPANY

According to F. A. De Pilis, vice-president of Patterson Bros. Tobacco Corporation, the machinery, good will and trade name of the Fifth Avenue Tobacco Company have been purchased by Patterson Bros., and a factory will be established in New York for the manufacture of "Regina Maria," "Polar Star," "Varena," and "Fifth Avenue" brands of cigarettes.

Announcement is also made that Patterson Bros. have also taken over the trade rights, outside of the Russian Empire, of Messaksudy Bros., manufacturers of Russian cigarettes.

Members of the industry are cordially invited when in Philadelphia to make the offices of

The Tobacco World

their headquarters, and to make use of our services in any and all ways. For conferences a private office will be placed at their disposal, if desired. Remember the address, 236 Chestnut Street, Philadelphia, Pa.

Telephone, Lombard 1768

SAN FELICE

FOR GENTLEMEN OF GOOD TASTE

The Nation's Choice For a Quarter of a Century

Two For 15 Cents

The Deisel-Wemmer Co.

MAKERS

Lima :-: Ohio

MARSHALL FIELD

Java Wrapped

5 Popular Sizes

PIONEER 10c
FIELD . . . . . 2 for 25c
L. CORONA 15c
MARSHALL 15c
STANDARD . . . . . 3 for 50c

HOWARD F. PENT, President

CORAZA CIGAR CO.

7th & Cherry Streets Philadelphia, Pa.

MURIEL CIGAR

The Recognized Standard of Cigar Quality and the Recognized Standard of Cigar Value.

Muriel's pre-eminent popularity is due solely to Muriel's incomparable and unchangeable Quality.

P. LORILLARD COMPANY

119 West 40th Street, New York City.

CIGAR PRODUCTION FOR FEBRUARY SHOWS ALMOST 100,000,000 INCREASE OVER 1922

The following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of Internal Revenue collections for the month of February, 1923. (Figures for February, 1923, are subject to revision until published in the annual report.)

Products	*February, 1922*	*February, 1923*
Cigars (large)		
Class A .....No.	156,126,428	190,172,583
Class B .....No.	112,481,275	117,492,072
Class C .....No.	169,143,260	189,833,761
Class D .....No.	7,343,622	7,722,805
Class E .....No.	2,131,401	2,044,873
Total	447,225,986	507,266,094
Cigars (small) .....No.	46,430,800	43,539,307
Cigarettes (large) ....No.	656,340	1,240,447
Cigarettes (small) ....No.	3,125,819,197	4,623,431,030
Snuff, manufactured ..lbs.	3,240,117	3,528,224
Tobacco, manufactured.lbs.	29,215,613	29,083,145

Note: The above statement does not include tax-paid products from Porto Rico and the Philippine Islands. This information is shown in inclosed supplemental statement.

Supplemental Statement

Tax-paid products from Porto Rico for the month of February:

Products	*February, 1922*	*February, 1923*
Cigars (large)		
Class A .....No.	1,521,225	5,228,150
Class B .....No.	77,975	25,050
Class C .....No.	1,222,400	271,210
Class D .....No.	76,500	2,350
Class E .....No.	500	
Total	2,898,600	5,526,760
Cigars (small) .....No.	500,000	
Cigarettes (large) ....No.	20,000	10,000
Cigarettes (small) ....No.		40,000

Tax-paid products from the Philippine Islands for the month of February.

Products	*February, 1922*	*February, 1923*
Cigars (large)		
Class A .....No.	7,408,960	23,026,350
Class B .....No.	370,125	392,360
Class C .....No.	100,801	102,984
Class D .....No.	75	
Class E .....No.	25	120
Total	7,879,986	23,521,814
Cigarettes (large) ....No.	1,000	
Cigarettes (small) ....No.	11,537	241,070
Tobacco, manufactured. lbs.	180	69

Note: Quantities of tax-paid products shown in above statements are indicated by stamp sales reported for the month.

DANNAHOWER ON WESTERN TRIP

The Tobacco Guarantee Agent in the United States for the Porto Rican Government, William L. Dannahower, is on a trip through the Middle West in the interest of Porto Rican tobacco and cigars, emphasizing the buyer to watch for the identification stamps which are now placed on all products before being shipped from Porto Rico, whether cigars or raw tobacco. Mr. Dannahower expects to visit Buffalo, Cleveland, Detroit, Chicago, St. Louis and Kansas City before his return to headquarters at 126 Maiden Lane, New York City.

IN RE: CUBAN ONE-PER CENT. TAX

The following statement in reference to the one per cent. Cuban Sales Tax has just been issued by Mr. Dushkind of the Tobacco Merchants Association:

By an act passed by the Cuban Legislature, which became effective on December 1st last, a sales tax of 1 per cent. is levied upon various commodities including tobacco, with certain exceptions and exemptions, and also upon the gross incomes of certain business concerns, including those engaged in the "transportation of passengers or freight by land or water."

The question of interest to American importers of Cuban tobacco is as to whether or not tobacco exported from Cuba is subject to the sales tax, likewise as to whether or not the freight upon such tobacco is subject to the Gross Income Tax.

The Tax on Tobacco Exports

In this connection we quote the following provisions relating to exemptions, etc.:

"ARTICLE XIII. Excepted from the payment of the taxes herein created shall be . . .

4th. Agricultural products sold directly by the producers thereof. . . .

5th. Exporters of raw materials or of totally or partially manufactured products, excepting sugar cane molasses. . . .

6th. . . . manufactured . . . cigars, cigarettes, cut smoking tobacco . . . The producers of all these articles, when selling or transferring same from the factories to other premises, shall be exempt from the payment of the present tax; but the resellers shall be obliged to pay the tax created by this law."

A question arose as to whether under the fifth clause tobacco intended for export is exempt from the tax, or does the exemption apply not to the tobacco but to the exporter thereof.

If it was intended to exempt from the tax the tobacco as such when purchased for export purposes, then, of course, no tax would be payable in any event. If, on the other hand, the exemption applies to the exporter, but not to the tobacco, then, unless the exporter buys his tobacco direct from the producer thereof, the tax would apply.

The question was seriously taken up by the Asociacion de Almacenistas Escogedores y Cosecheros de Tabaco de La Isla de Cuba, of Cuba, with the Cuban Treasury Department, the association sharply contending that there was no intention on the part of the lawmakers to place any tax upon exports, whether purchased direct from the producer or from a leaf dealer. And we regret to report, that the Cuban Treasury Department has finally determined that the statute should be construed as it reads, that is, that, except in cases where the exporter buys his tobacco direct from the producer, or when the leaf dealer is in fact exporting the tobacco, the tax must be paid.

In view of that decision the association has unanimously adopted a resolution to split the tax, that is to say, that one-half thereof should be borne by the leaf tobacco seller and the other half by the purchaser, also that the association make due effort to secure the passage of an amendment to the statute so as to absolutely exempt tobacco intended for export from this tax.

In the campaign for a modification of the statute as regards exported tobacco, which is about to be inaugurated, we shall urge that the tax upon freight receipts derived from exporters be likewise exempt.

RELIABLE FIRMS OF
YORK, PENNA.

"Good enough" is not our motto
"The very best," at a reasonable price, is more worthy of your patronage

H. S. BLASSER & CO.
PACKERS AND DEALERS
Leaf Tobacco
FANCY FLORIDA and GEORGIA WRAPPERS
Stripped and Booked Pennsylvania and Ohio Tobaccos
Samples and quotations cheerfully submitted

C. S. GABLE
CIGAR MANUFACTURER
Main Factory and Office, Queen and York Sts.
Branch Factories: Strinestown, Pa.; Jacobus, Pa.
Maker of "FORUM" Mild Havana Cigar, "DOUGLAS FAIRBANKS," "CERTIFIED CHECK" and "HAMILTON FISH"

Robert Schubert Co.
124 MAIDEN LANE, NEW YORK
SUMATRA and HAVANA
York Office, Queen and York Streets

C. H. Plitt Cigar Co.
MAKERS OF
"Casilda" Cigar," 10c and up
"20th Century," 8c "New Century," 8c
CIGARS OF QUALITY

York, Pa., March 30, 1923.

MOUNT ROSE CIGAR COMPANY, Mt. Rose Avenue, another new factory, have opened about a month ago. This firm is composed of John A. Shellenberger and J. B. Ness, both experienced cigar manufacturers. They make a nice line of five and ten-cent cigars for the jobbing trade, also will specialize on private brands for the trade. They solicit business in territory not yet covered and will be pleased to submit samples with quotations to interested jobbers.

Albert F. Gallatin Cigar Company, Kings Mill Road, Manor and Lafayette Streets. This firm will make strong efforts to branch out more than ever. Wilbur P. Gallatin, for several years treasurer and manager of the F. M. & H. Company, has just recently severed connections and sold his interests in said company to devote his whole time with the cigar business. They make the "El Royal" and "Gallatin" brands cigars, brands that have had a strong local following for the past thirty-eight years, a record to be proud of, because we figure that if you can please and hold your "home town" trade, it will certainly speak well for the brand and should be easy sailing to build a large outside trade on the same meritorious goods.

R. B. Lloyd Tobacco Company, Inc., 201 South Duke Street, have leased an additional warehouse at 5 East Clarke Avenue, and will take possession of the new warehouse on April 1.

In making our rounds for York news items this week, quite a number of the manufacturers did not seem very much enthused about present conditions. While many of them are still busy and shipping goods about as fast as made—still all seem of the same opinion, when weather conditions settle and the spring months come along, business is sure to improve.

JAY BEE.

IN FAVOR OF THE WEED

Edwin Bjorkman, well-known author, favors the use of tobacco by men who are doing creative work, according to a statement issued by Harry A. Cochrane, or the First International Tobacco and Allied Industries Exposition.

Says Mr. Bjorkman:

"Tobacco, like almost everything else, is a double-edged sword that can be used or abused. To me it is a valuable means of concentration as well as relaxation. Unlike many other writers, I cannot smoke while I work. But when I want to sit still and think, or when, in the course of my work, my brain has become a little fagged and I need a rest, then a cigarette is of the utmost value to my purpose. Likewise, I find it soothing and calming when engaged in a serious discussion of any kind. I admit that I sometimes forget myself and smoke too much under such circumstances, but the effects are temporary and I can find in them a reason for restricting the reasonable use of tobacco. In regard to smoking by women, I feel—and feel it strongly—that nothing can be wrong for them that is right for men. I hate the very idea of imposing restraints on one sex that do not apply to the other one as well."

Henry James Forman, author, also says:

"Whether the habit of smoking is good or not, I do not know. That is for doctors or clergymen or tobacco growers to say.

"I do know, however, that I should resent far more deeply than I ever resented the Volstead Act, any interference between me and my smoking."

PARCEL POST SYSTEM GROWING IN FAVOR

Use of the parcel post facilities of the Post Office Department by business houses is increasing steadily, the Postmaster General reports. Especially is this true of the C. O. D. business, which in 1922, increased 17.5 per cent. over the preceding year, approximately 25,000,000 packages being transported in this service.

Only one out of every 400 packages transported by the postal service is lost or damaged, figures compiled by the department show, while in the C. O. D. branch the loss and damage is reduced to one in about every 800. The average claim for loss or damage is $10.42 on general business and $9.19 on C. O. D. parcels.

Ever since the inception of the service nearly ten years ago the percentage of lost and damaged packages has been steadily reduced, being today at the lowest ratio to business carried ever reached. On the other hand, it has been noticed that the value of the packages intrusted to the mails has increased from year to year, indicating that businessmen generally have accepted the parcel post as a means of transporting the regular run of their small shipments rather than sending the more valuable merchandise by express.

EISENLOHR DECLARE REGULAR DIVIDEND

The directors of Otto Eisenlohr & Bros., Inc., have declared the regular quarterly dividend of 1¼ per cent. Several of the more optimistic stockholders of the company rather hoped for an increase, but it was not thought advisable at this time.

SUMMARY OF CIGAR BUSINESS FOR FEBRUARY

The report of the Third Federal Reserve District, of business conditions in the cigar and cigarette industry, is as follows:

The dull season of the year in the cigar industry is drawing to a close, and the majority of manufacturers report that their orders are bigger than they were a month ago. The large producers of cigars find the demand excellent for this time of the year, and they report that sales are from 10 to 25 per cent. greater than in March, 1922. The small manufacturers state that business has been rather dull since February 1, though better than it was a year ago. Purchases by the agricultural districts of the northern states and Canada are still below normal, but manufacturers attribute this to weather conditions and they look for more orders from these regions with the coming of spring. Class C cigars continue to be the most popular, but the demand for Class B and for five-cent cigars is also very good. Several makers and jobbers report that a large volume of orders for future delivery has been booked, but the major part of the commitments throughout the industry are for immediate delivery. Production in the large factories varies from 80 per cent. to capacity, and in the small factories from 50 to 100 per cent. The demand for American cigarettes continues to be strong; but that for Turkish cigarettes shows no improvement and is only fair.

Prices of cigars are firm and unchanged, but a few manufacturers who have found business dull have offered a slight concession by paying part of the freight. Cigarette prices, too, are firm, and the sharp price cutting which was so apparent among retailers some months ago has practically disappeared. The better grades of wrapper leaf still show an upward trend; but fillers and binders have stopped advancing, and indeed some grades of the latter have shown a slight softening in price. At the first two sales of Sumatra tobacco at Amsterdam, Holland, prices for the grades of wrapper desired by American manufacturers were from 20 to 25 per cent. higher than in the first two sales of 1922. Some of the large cigar makers, who are heavy consumers of Sumatra wrapper, refrained from buying at these auctions, in the hope that prices will be easier at the later sales.

Stocks of cigars at many factories are moderate and are increasing, particularly at Class A and B factories; and Class C stocks are heavier than they were a month ago. Manufacturers are not alarmed over this accumulation, however, as they confidently expect their stocks to diminish during the spring and summer. Some cigarmakers have been forced to curtail production slightly because of the lack of humidor space. In general, the stocks of leaf tobacco held by manufacturers are moderate.

The labor supply is sufficient at most factories, although at some a scarcity of skilled workers is noted. In Philadelphia, at present, the supply of operatives is sufficient, but in cigar-making centers outside of the city the supply is somewhat scarce, because of an increase in the number of factories. As a result, some outside manufacturers have recently advanced wages about 10 per cent. The majority, however, have made no wage advances during the month.

Collections are better than they were a month ago and are from fair to good.

Business Building

(continued from Page 14)

change greatly under the influence of good business and good wages.

Their tastes will change. They will smoke different kinds of goods than before. In some places they will smoke finer cigars. In others they may even smoke cheaper cigars and more of them. In other places the cigarette may vamp poor, frail and hunted humanity and compel him to embrace them much more voraciously than in the past. In some sections the jimmy pipe with a fine grade of tobacco may offer its solid and enduring comfort so appealingly that multitudes will find happiness and inspiration under its soothing influence.

And it is your duty to keep a watchful eye upon the tastes and desires of the public; and to cater to those changeable tastes so you can hold your trade and prevent them from drifting elsewhere.

It takes close watching to do this, a subtle mind, a finger constantly on the pulse of the public, and a merchandising sense which will enable you to push and to vigorously advertise the goods which the public most wants.

Went with Friend Wife to the chain store grocery the other day, and we both came home chewing the muslin savagely. Big crowd, long waits, few clerks, all overworked, nervous and irritable. Exasperating rules and customs. A disagreeable job, that of buying your groceries in a chain store. The old-time grocer has it all over them in making life pleasant, though shopping—and he will always be with us, bless his good-natured soul!

Dropped in a chain store yesterday to fill up the vest pocket. "Three for a quarter, please. Mild ones." I was fussy, to be sure. "Those are too mild." "Those are too dark."

The young clerk, neatly dressed, bright, alert, self-respecting, was polite and smiling. Acted as though he considered it a pleasure to wait on fussy customers and that he could show samples all day and actually enjoy it.

The purchase completed, walked out feeling at peace with every one and sundry, and particularly friendly with cigar chain stores and their clerks.

Those clerks are all trained in selling. They have learned all the ingratiating tricks of friend-making. They play the game according to Hoyle, and don't neglect one little point, no matter how small.

Your salvation is in keeping as good, or even a little better, than them, in the great art of being personally popular, and you can study their ways to your great advantage.

J. A. WEISS JOINS G. H. P.

J. A. Weiss, sales manager for the American Tobacco Company, in Pittsburgh, has resigned from that firm to accept a position with The G. H. P. Cigar Company, manufacturers of the world famous "El Producto."

A steady demand explains the reason why Bayuk Products are prominently displayed in so many stores.

BAYUK BROS. INC.

Originators of the

BAYUK INIMITABLE BLEND and
BAYUK INCOMPARABLE BRANDS

PHILADELPHIA

New York, 119 Lafayette Street Phone Franklin 3166

5c "Keen Kutter" 5c

NONE BETTER FOR THE MONEY

¶ Guaranteed to be wrapped with Imported Sumatra and filled with Havana. The best *Nickel* cigar on the market for the money.

Write for open territory to

H. F. MARTIN

YORK :: :: PENNSYLVANIA

Du Pont

"A BETTER CIGAR *for* 10c"

MADE-IN-TAMPA
BY
VAL. M. ANTUONO

TADEMA HAVANA CIGARS

Argüelles, Lopez & Bro.
MAKERS

General Office and Factory, TAMPA, FLA.
Eastern Office 222 Pearl St. New York
Warehouse Havana Cuba

F. LOZANO, SON & CO.
HAVANA CIGARS
TRADE MARK

F. LOZANO
FLOR DE NARVEZ
VICLO

WALLS COURT
EL LESSERO
CALATRAVA

REG. U. S. PAT. OFF.

FACTORY & MAIN OFFICE, TAMPA, FLA.
NEW YORK OFFICE, 437 FIFTH AVE., N. Y.

COCHRANE RECEIVING ENCOURAGING LETTERS ON SECOND TOBACCO SHOW

The following encouraging letters have been received by Harry A. Cochrane from prominent tobacco growers in the South:

March 10, 1923.

The National Exposition Co., Inc.,
Hotel McAlpin,
New York City.

Gentlemen:

Re: Second International Tobacco and Allied Trades Exposition.

Quite a number of our members were visitors in New York City during the First International Exposition and they were very favorably impressed with the Exposition, and state quite frankly that they believe it would be highly advantageous for Florida tobaccos to be represented at the next show, and we hope that this will be possible.

Assuring you that we appreciate the many courtesies shown our members and with best wishes for the success of the Second Exposition, we remain

Yours truly,
FLORIDA & GEORGIA TOBACCO GROWERS' ASSOCIATION,
By (Signed) E. M. COLLINS,
Secretary.

Hopkinsville, Ky., March 13, 1923.

The National Exposition Co., Inc.,
Hotel McAlpin,
New York City.

Gentlemen:

The Dark Tobacco Growers' Co-operative Association is very glad to endorse the second National and Allied Trades Exposition and it will probably be represented in the ranks of your exhibitors. At the present time, however, I cannot give you any definite assurance of this.

I am sure that the Exposition which was held in February was of great benefit to the tobacco trade and, with the increased patronage that the "show" will have next year it should be of even greater value. In my opinion, it serves to bring the various branches of the industry together and to give them knowledge of the trade.

Yours very truly,
(Signed) H. A. RUBY.

HAR:LC

T. S. A. HOLD SMOKER

A most enjoyable smoker was held on Friday evening, March 30, by The Tobacco Salesmen's Association of America at The Juliette, 103 West 117th Street, and proved a wonderful success in every way. Admission was by ticket and each member was urged to bring as many of their friends as possible and also to propose as many new members as possible.

P. R.-AMERICAN CALLS STOCKHOLDERS' MEETING

A stockholders' meeting of the Porto Rico-American Tobacco Company has been called for April 11, according to a letter sent out by Luis Toro, president of the concern. The purpose of this meeting is to pass on the proposition offered by the Tobacco Products Corporation for the purchase of new common stock to be issued. Inasmuch as this new common stock will have no voting power it can not be said that Tobacco Products will have control of Porto Rican-American Company. The Tobacco Products is to pay $25 a share for the new stock issued.

GROWERS
AND
PACKERS
OF

Connecticut Shadegrown Wrappers

Florida and Georgia Shadegrown Wrappers

Connecticut Broadleaf

Connecticut Havana Seed

Stripped and Booked Porto Rico Fillers

AMERICAN SUMATRA TOBACCO CO.

131 Water Street New York City

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

EL YNDIO GUANARI:—43,095. For cigars. March 12, 1923. Angel Noriega, Tampa, Fla.

CONIGLIO & SONS:—43,096. For cigars. February 1, 1923. I. Coniglio, New York, N. Y.

WHITEWAY-HIGHWAY:—43,097. For all tobacco products. February 5, 1923. Robert L. Strelow, Davenport, Iowa.

DE LUXE O'KAR:—43,100. For all tobacco products. March 8, 1923, Karcher Cigar Co., New Matamoras, Ohio.

BOGALUSA:—43,101. For cigars. March 13, 1923. Luther M. Haynie, New Orleans, La.

CHANCELLOR DAY:—43,102. For all tobacco products. March 14, 1923. American Litho. Co., New York, N. Y.

JAMES ROSCOE DAY:—43,103. For all tobacco products. March 14, 1923. American Litho. Co., New York, N. Y.

DR. DAY:—43,104. For all tobacco products. March 14, 1923. American Litho. Co., New York, N. Y.

HENRY J. THURSTON:—43,106. For all tobacco products. February 15, 1923. Pasbach-Voice Litho. Co., Brooklyn, N. Y.

AMERICAN JAVA WRAPPERS:—43,107. Wrapper tobacco products. February 26, 1923. Reichert Leaf Tobacco Co., Milwaukee, Wis.

1869:—43,108. For cigars. March 3, 1923. Waco Cigar Co., Waco, Texas.

MELO-KUBA:—43,109. For all tobacco products. March 3, 1923. R. I. E. Dunn, El Paso, Texas.

LORD HOLBROOK:—43,110. For all tobacco products. March 17, 1923. Campbell Cigar Co., South Deerfield, Mass.

SIR HOLBROOK:—43,111. For all tobacco products. March 17, 1923. Campbell Cigar Co., South Deerfield, Mass.

BANKDAL:—43,112. For cigars, cigarettes and tobacco. March 17, 1923. F. M. Howell & Co., Elmira, N. Y.

HEWLETT:—43,113. For briar pipes. March 12, 1923. American Rights Corporation, New York, N. Y.

HAIG:—43,114. For briar pipes. March 12, 1923. American Rights Corporation, New York, N. Y.

FINGER PRINT:—43,115. For briar pipes. March 12, 1923. American Rights Corporation, New York, N. Y.

SMOKERS TREAT:—43,116. For smoking and plug tobacco. March 20, 1923. United States Tobacco Co., New York, N. Y.

FIELD MUSEUM:—43,117. For all tobacco products. March 20, 1923. Moehle Litho. Co., Brooklyn, N. Y.

FIELD MEMORIAL:—43,118. For all tobacco products. March 20, 1923. Moehle Litho. Co., Brooklyn, N. Y.

MR. GALLAGHER & MR. SHEAN:—43,119. For all tobacco products. March 20, 1923. Moehle Litho. Co., Brooklyn, N. Y.

TOMMY'S FIVE CENTER:—43,120. For cigars, cigarettes and tobacco. March 21, 1923. Brown-Davis Cigar Co., Lynchburg, Va.

BUCKEY SCRAP:—43,122. For chewing and smoking tobacco. March 22, 1923. A. Greenbaum, Cleveland, Ohio.

LOU PAYN:—43,123. For all tobacco products. March 21, 1923. Moehle Litho. Co., Brooklyn, N. Y.

MERTON OF THE MOVIES:—43,124. For all tobacco products. March 21, 1923. American Litho. Co., New York, N. Y.

PHONOFILM:—43,125. For all tobacco products. March 21, 1923. American Litho. Co., New York, N. Y.

DORA KNOB:—43,126. For all tobacco products. March 23, 1923. Moehle Litho. Co., Brooklyn, N. Y.

MEDITERRANEAN:—43,127. For cigarette paper in booklets and cigarettes tubes. March 22, 1923. Gluckman & Strauch, Inc., New York, N. Y.

FRANCIS LOVELACE:—43,128. For all tobacco products. March 23, 1923. Moehle Litho. Co., Brooklyn, N. Y.

G. A. S. Co.:—43,129. For cigars. December 6, 1922. G. A. Strobeck, Red Lion, Pa.

TRANSFERS

CHARLES THE GREAT:—12,911 (U. S. Tobacco Journal). For cigars. Registered November 28, 1890, by Schumacher & Ettlinger, New York City. Transferred to Salvador Rodriguez, New York, N. Y., January 14, 1892.

JOSE DE RISEN:—43,049 (Tobacco Merchants Association). For cigars. Registered January 20, 1923, by Meyer & Jefsen, Newark, N. J. Transferred to John Holzman, Newark, N. J., March 21, 1923.

GONZALO P. CALVO:—41,827 (Tobacco Merchants Association). For cigars. Registered August 16, 1920, by Gonzalo P. Calvo, Tampa, Fla. Transferred to Angel Noriega, Tampa, Fla., March 19, 1923.

JOE JR.:—42,957 (Tobacco Merchants Association). For all tobacco products. Registered January 3, 1923, by American Litho. Co., New York, N. Y. Transferred to Joseph I. Tobin, Greenville, S. C., March 22, 1923.

McMILLO:—37,955 (United Registration Bureau). For cigars, cigarettes and cheroots. Registered January 11, 1913, by The Calvert Litho. Co., Detroit, Mich. Through mesne transfers acquired by Marcelino Perez & Co., New York, N. Y., and re-transferred to C. A. Mitts, Grand Rapids, Mich., March 12, 1923.

AMERICAN TRIBUTE:—29,044 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered September 29, 1903, by George Schlegel, New York, N. Y. Through mesne transfers acquired by L. P. Kimmig & Co., Philadelphia, Pa., and re-transferred to F. W. Liedtke, Philadelphia, Pa., February 19, 1923.

THRIFT:—21,842 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered December 1, 1899, by American Litho. Co., New York City. Through mesne transfers acquired by Albert Worch & Charles J. Spietz, Detroit, Mich., and re-transferred to American Litho. Co., New York. N. Y., February 21, 1923.

PATTERSON BROTHERS TOBACCO CORPORATION INCLUDES MATOAKA TOBACCO COMPANY

The Patterson Brothers Tobacco Corporation, whose formation was recently announced, includes among others, it was learned today, the Matoaka Tobacco Company, a New York corporation.

It is announced by F. A. de Pilis, president, Matoaka Tobacco Company, and vice-president, Patterson Brothers Tobacco Corporation that the Matoaka Tobacco Company will form the sales and export organization of Patterson Brothers Tobacco Corporation.

The Matoaka Tobacco Company, formerly an export organization, acted as sole customer and distributor, for some of the largest tobacco concerns including the American Tobacco Company, the Porto Rican-American Tobacco Company, H. Anton Bock & Company, and others, for the Scandinavian countries, Central Europe, Poland, the territory of the former Russian Empire, Holland and Switzerland.

The Matoaka Tobacco Company today forms only the sales and export organization of the Patterson Brothers Tobacco Corporation. The new corporation owns among others, the well-known brands of "Queed," "Whip", "English Walnut" and "Life," originated by Mr. Malvern C. Patterson; all the Ware Tobacco Company brands; the brands "Matoaka" and "Varena" known particularly all over the world. The brands "Varena," "Virginia Indian," "Polar Star," "Gloriette," "Gentry Club" and "Regina Maria," a high-grade Turkish Egyptian cigarette, originated by F. A. de Pilis and registered at that time under the name of the American Tobacco Company, have been transferred to the originator and now re-transferred to the Patterson Brothers Tobacco Corporation.

The company will use all those brands for export and introduce on the national market only "Queed," smoking tobacco, "Matoaka Blue Ribbon" smoking tobacco and "Matoaka" cigarettes. The management expects to develop in the second part of the year 1923 a business of the size they had in 1919, which was second only to the largest American companies.

SHEIP
&
VANDEGRIFT
INCORPORATED
NELSON M. VANDEGRIFT, President
CIGAR BOXES
QUALITY AND SERVICE
812-832 N. Lawrence St. Philadelphia, Pa.

OSCAR PASBACH, PRES. J. A. VOICE, SECY. & GEN'L. MANAGER
PASBACH-VOICE
LITHOGRAPHING CO. INC.
ART LITHOGRAPHERS
GRAND STREET AND MORGAN AVENUE
BROOKLYN, N. Y.
CIGAR LABELS - CIGAR BANDS

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
WESTERN REPRESENTATIVE:
PAUL PIERSON
139 North Clark Street, Chicago, Ill.
Cigar Labels, Bands and Trimmings
of Highest Quality

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
2309 Russell Street Detroit, Mich.
Corner of Grattot Street
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

SINCE 1870
CIGAR BANDS CIGAR LABELS
SPECIAL PROCESS
WM. STEINER SONS & CO.
257-265 W. 17th St. - New York City
Sole Distributors for New Model Cigar Banding Machine for Ungummed Bands

The Celebrated Dill's Best
Long Cool Smoke
Dealers
CAN NOW GET
DILL'S BEST
SMOKING
TOBACCO
THROUGH ANY
REGULAR
JOBBER
J. G. DILL CO.
RICHMOND, VA.
Manufacturers of
HIGH GRADE
SMOKING TOBACCO.

THE · STORY · OF · TOBACCO

(Actual size)
Robt. Burns
Perfectos, 2 for 25c

Number Two of a series depicting "The Story of Tobacco"

AND the great white galleons, flaunting the banners of Spain, came out of the East seeking the fabled treasures of the Indies, searching *under* the soil of Cuba for gold and precious stones, while all the time her greatest treasure was *in* the soil and beckoning from every hillside.

* * * *

In no other place but Cuba has Nature so concentrated her forces upon the production of the *perfect* tobacco. Her soil is rich with the forest mould of centuries. Her sunshine is warm with the mellowness of the tropics' outer edge. Her climate is kept uniformly mild by the steady sweep of the Trade Winds.

And it is from this, the world's garden spot of tobacco, that the full Havana filler of Robt. Burns comes. Selected on the plantations by experts, shipped to twenty-four great warehouses, aged, cured, blended and mellowed to just the right degree of mildness, it brings to *you* the flavor that is recognized everywhere as *distinctively* Robt. Burns.

* * * *

And so, all the time you have been seeking just the right tobacco flavor, *your* real treasure in cigars may have been beckoning *you* from every cigar store.

Have you tried one lately?

General Cigar Co., INC.
NATIONAL BRANDS
NEW YORK CITY

STAPLES
10 cents straight
Box of 50—$4.75
PERFECTOS
2 for 25c
Box of 50—$6.00
INVINCIBLES
15 cents straight
(Foil-wrapped)
Box of 25—$3.50

All Robt. Burns cigars are filled with the choicest Havana tobaccos, aged, cured and blended to a wonderfully pleasing mildness of flavor.

Robt. Burns Cigar is Full Havana Filled

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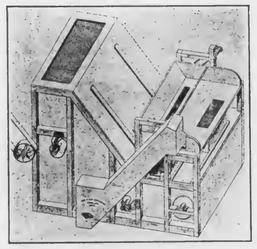
APRIL 15, 1923

VOLUME 43 NO. 8

THE TOBACCO WORLD

JOHN H. BAKER
SCRAP CUTTER
AND
SEPARATOR



A Scrap Cutter and Separator that really does separate

Write for descriptive matter and new price

Cigar Manufacturers Making Short Filler

CIGARS

Will do well to try our

Blended Scrap Havana Aroma

On the market since 1902

Twenty years giving satisfaction right along

HAS A FINE AROMA

CAN'T TELL IT FROM THE REAL HAVANA

Write for sample and price

Baker Tobacco and Cigar Machinery Company
YORK, PENNA.

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST. PHILA., PA.

The Inside Label on Wooden Boxes Advertises Your Brands and Sells Your Cigars

The eye-catching appeal of the beautiful printing and lithography on the inside of the lid of open Wooden Cigar Boxes has a powerful sales appeal. This effect is possible with Wooden Boxes only; in other containers the top cover effect is lost. And in addition the other part which contains the lithography is concealed because of its close proximity to other containers. There can be no comparison made as to which type of package makes the most effective display. The Wooden Cigar Box in this respect, as in many others, is in a class by itself.

CONSIDER THESE POINTS IN FAVOR OF THE WOODEN CIGAR BOX

1. IDEAL DISPLAY: Compact, varied and eye-catching window and counter displays are most easily gotten with Wooden Cigar Boxes. With a little imagination you can show all kinds of effects and combinations with Wooden Cigar Boxes. Wooden Cigar Boxes do not have to be juggled for striking displays; they only need to be arranged.
2. CONVENIENT: Practically all cigar store windows and show cases are particularly designed for the showing of Wooden Cigar Boxes. They permit the use of all the space. No space wasted. No time lost.
3. BETTER PRINTING: There is no comparison between Wooden Cigar Boxes and substitute containers when it comes to beauty of printing and lithography. You can do almost anything with wood, while the possible treatments of other kinds of packages are very limited.
4. PERFECT AGING: Cigars age normally in wood, retaining their natural aroma from factory to smoker.
5. SATISFACTORY SELECTION: A smoker likes to see the whole length of a cigar in the box. He wants to compare the size, shape and color of the various brands and types you show him. Another point where a Wooden Cigar Box always wins the approval of the smoker.
6. NATURALNESS: Cigars are a vegetable product and belong in Wooden Cigar Boxes. Cigars from Wooden Boxes please the smoker most because the wood adds a mellowness and richness to the qualities with which the cigar has already been endowed by Nature.

There are many other reasons why Wooden Boxes are used by leading manufacturers as the ideal containers for good cigars.

(Advertisement)

LA PALINA

IT'S JAVA WRAPPED

CIGAR

The pioneer Java wrapped cigar and to-day the *finest* Java wrapped cigar that you can offer to your customers.

More than one hundred and fifty million sold yearly.

CONGRESS CIGAR COMPANY
Philadelphia

ROBERT BACON

The *Very Mildest* Havana
MADE IN 12 SIZES

La Resta
Court Royal
Joan of Arc
2 For 15c

SAN TELMO CIGAR MFG. CO.
DETROIT.

GONZALEZ & MENDEZ, INC.

CLEAR HAVANA CIGARS EXCLUSIVELY
TAMPA, FLORIDA
EDW. WODISKA, General Representative

NOW IS THE TIME!

to send US your order for Cigar Boxes. Through improvements to our plant we are now better able to serve you.

MONROE JARRETT SONS
MANUFACTURERS OF
CIGAR BOXES
S.W. COR. RANDOLPH & JEFFERSON STREETS
PHILADELPHIA, PA.

YANKEE
BUNCH MACHINE

SAVES 30% TO 40% ON BINDERS.
MAKES BUNCHES EQUAL TO HAND MADE.
PRODUCES MORE CIGARS AT LESS COST.
WORKS EITHER LONG OR SHORT FILLER.
INEXPERIENCED GIRLS QUICKLY TAUGHT.

Made in five sizes —4", 4½", 5", 5½", and 6" wide

Millions of nationally known brands are now being made in factories equipped with this machine.

The original cost is so small you cannot afford to buy any other machine.

American Box Supply Co.
2309 Russell St. DETROIT, MICH.

TADEMA HAVANA CIGARS

Argüelles, Lopez & Bro.
MAKERS

General Office and Factory, TAMPA, FLA.

Eastern Office
222 Pearl St.
New York

Warehouse
Havana
Cuba

EPCO and
EPCO HAVANA FIVES
Genuine Sumatra Wrapped

A DOG-ON GOOD 5¢ CIGAR

You cannot go wrong in handling all or any one of these brands as they are the leading 5 cent cigars.

We are the manufacturers who made it possible for you to buy exceptionally good 5 cent cigars.

East Prospect Cigar Co.
Manufacturers of "Cigars That Sell"
East Prospect : Pennsylvania
SOME TERRITORY OPEN FOR LIVE JOBBERS

ROBERT EMMET CIGARS

3 Factories Busy

THAT the public appreciates the quality of Robert Emmet Cigars is evident from the fact that three factories are working at capacity to satisfy the demand. You owe it to yourself to try one today and pass judgment upon it.

REMEMBER: Robert Emmets are packed only in airtight tins

BREVAS SIZE

10c

Every One Branded

A Big, Liberal Sized Cigar

BLENDED BY THE MASTER BLENDER CHAS. J. SPIETZ

SPIETZ CIGAR COMPANY

MANUFACTURERS

Harper & Seneca Streets Detroit, Mich.

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

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Headquarters, 5 Beekman Street, New York City.

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Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

FOR SALE

FOR SALE—ONE COMPLETE SET NEWTON-STOAKES LETTERING PENS, with inks and complete instructions for making nifty show cards and price tickets. Absolutely new. Address Box 451, care of "The Tobacco World."

FOR SALE—RETAIL STORE IN HEART OF FINANCIAL District of Philadelphia, catering to high-class retail and box trade. Full particulars address Box 900, care of "Tobacco World."

SALESMEN WANTED

A RED-BLOODED SALESMAN for each section of the country. Men not afraid to work and who sell with their heads rather than their feet. Must be steady workers, possessing rugged perseverence, energy and enthusiasm.

If you are that man, write us what you are, what you have been selling and for whom.

Our line of sales stimulators to the jobbers pay amazing returns to the producing salesman.

Address Box 452, care of "The Tobacco World."

SITUATION WANTED

A CAPABLE CIGAR FACTORY EXECUTIVE AGGRESSIVE with initiative and executive ability to handle large factory or factories, capable of starting chain of factories; will be open for position shortly. Address Box Z, care of "The Tobacco World."

The Tobacco World

Established 1881

VOLUME 43 APRIL 15, 1923 No. 8

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

PRICE: United States, Canada, Cuba and Philippine Islands, $2.00 a year. Foreign, $3.50.

Harry Blum's

NATURAL BLOOM

QUALITY CIGARS

OUR HIGH-GRADE NON-EVAPORATING

CIGAR FLAVORS

Make tobacco mellow and smooth in character and impart a most palatable flavor

FLAVORS FOR SMOKING and CHEWING TOBACCO

Write for List of Flavors for Special Brands

BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS

FRIES & BRO., 92 Reade Street, New York

"111" cigarettes

Three Friendly Gentlemen

TURKISH BURLEY VIRGINIA

A MILLION MEN SMOKE THEM

Guaranteed by The American Tobacco Co. INCORPORATED

MADE-IN-BOND AT TAMPA

Good business sense has made it both necessary and profitable for every retailer to carry at least one brand of guaranteed Clear Havana Cigars.

The Made-in-Bond Stamp is the U. S. Government Guarantee that TUVAL cigars are manufactured entirely of imported Havana leaf.

Two generations of clear Havana cigar manufacturing by Marcelino Perez & Co., have won for TUVAL the respect and confidence of the lovers of good cigars.

Marcelino Perez & Co.

4-6 White Street, New York City

STICK TO Cinco - IT'S SAFE

2 for 15c
everywhere

OTTO EISENLOHR & BROS. INC.
PHILADELPHIA —— EST. 1850

MARSHALL FIELD

Made in six quick-selling sizes, viz.,

the PIONEER,
a favorite at 10 cents,

the FIELD,
retailing at
2 for 25 cents,

the BANKER
Packed two in Foil
at 2 for 25 cents

the MARSHALL,
at 15 cents,

the STANDARD,
at 3 for 50 cents

and L. CORONA
15 cents.

WRAPPED
WITH
SELECTED
VORSTENLANDEN
JAVA

—

Feature the
MARSHALL
FIELD
for results!

HOWARD F. PENT, President

THE CORAZA CIGAR COMPANY

7th and CHERRY STREETS
PHILADELPHIA, PA.

Volume 43

THE TOBACCO WORLD

Number 8

Established 1881

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, APRIL 15, 1923 Foreign $3.50

EDITORIAL COMMENT

THE recent editorials of a contemporary regarding the smoker's demand for a light wrapper (because he thinks it indicates a mild cigar) is attracting well-deserved attention throughout the industry. It is an old, old story, but previous agitations have failed to arrive anywhere.

Last year we suggested to a cigar manufacturers' association that placards to be placed in retail store windows or in prominent places inside the store, setting forth the facts about wrapper colors over their association signature, would be a boon to their industry and one of the cheapest advertisements for them that could be conceived.

But the world is short of "Georges" to do it, and there is no progress where there is not personal attention and personal action. That is why John F. Whelan hits an important factor when he says that the clerks can aid greatly in the solution of the problem.

This can be greatly aided by advertising to the consumer. But when we touch upon the matter of advertising, there is always a great deal of modesty shown as to who shall pay the bills.

It is a known fact that thousands of pounds of wrapper leaf have to be sold every year at a loss as binders because of the color. Certainly the leaf man would profit as well as the cigar manufacturer if there could be brought about a greater consumption of cigars with dark wrappers.

In discussing advertising, a distinguished advertising man said recently that the percentage of gross sales expended for advertising is scientifically figured to run from 2 per cent. to 12 per cent., depending on the product. "Advertising," he said, "is a cost of doing business and not to be taken from profits. If it were taken from business profits advertising would disappear in a very few years."

If instead of 2 per cent., only 1 per cent. of gross sales were taken in the leaf tobacco industry, a sizable campaign could be put on whereby the smokers of the country could be reached. The results will not be immediate, but they will be direct to the leaf tobacco industry and to their benefit.

The N. C. L. T. A., which meets in New York in a couple of months, could well consider an advertising campaign to the consumer on the matter of wrapper colors. The volume of the cigar leaf business of the country indicates that even a very small percentage of annual sales would produce funds sufficient to make a very sizable campaign.

Wrapper color prejudice is so firmly established in the mind of the smoker that it will take more than personal appeal to overcome it. But advertising, persisted in, is bound to bring results because the fallacy of the wrapper theory will be exploded in the mind of the smoker after he has made a few personal experiments.

WITH a long list of responses from the trade, announcing their intention of attending the T. M. A. Convention in Washington, next month, Managing Director Dushkind justly feels that this meeting will undoubtedly be the most successful one ever held.

It is not amiss to again remind the industry that the convention includes all branches of the trade and that they will be welcome. If you haven't made your reservation, we suggest that you do so at once.

The problems of the industry are many and varied and they involve all branches. By meeting in general council, where important matters may be discussed from every angle, great good can result.

If the tobacco industry is of sufficient importance to have your capital invested in it, it is certainly well worth the expenditure of time and money to attend a trade conclave of the size and importance of the coming convention on May 16th and 17th.

A feature of the convention will be the display of modern facilitating devices employed in the manufacture of cigars. This should prove of exceptional interest to cigar manufacturers in this period, when it is imperative that production costs be brought to the very minimum.

DETROIT

Detroit in the Midst of Record Business—John Pyper Joins American Box Supply as Southern Representative—Michigan Club Bowling League Closes its Season—Bayuk Brothers' Products Going Big in Detroit

Detroit, Mich., April 10, 1923.

DETROIT is hitting a mighty stride in industry, and more than 300,000 wage-earners are on the payroll of 79 firms. This is the city's greatest employment record. The railroads are jammed with freight and every railroad entering the Dynamic City is operating at capacity. The surest indication of the extent of the prosperity that now covers the city, in the opinion of business and civic heads, is the healthy increase in savings bank deposits, not only in the last year, but in the first three months of this year. Business transacted by check in Detroit during the week of March 28 shows an increase of $39,653,000, as compared with the similar period of last year.

R. J. Seidenberg, of Buffalo, N. Y., was on the list of visitors here last week. Mr. Seidenberg reports business at his various stands which he operates in the Statler Hotels, to be showing an increase.

Guy Caverly, distributor of "Van Dam" cigars, is moving his jobbing house to Detroit, which was formerly in Royal Oak. Guy will have associated with him, in his new location, Pete Fremont, who is well known to the Detroit trade and an old timer in the cigar business. At a later date Guy will add more brands and branch out more in the jobbing field.

Irving Hahn, of the R. Steinecke Company, Incorporated, called on the trade here last week and reports a very satisfactory business on his many brands.

Art Wartikoff, who operates the cigar stand in the Liberty Kitchen Restaurant, has enlarged his stand and added a sixteen-foot showcase, in which all the popular brands of cigars are featured.

John Pyper, who was formerly connected with Garrett H. Smith, United States representative for Compania Litografica De La Habana, Havana, Cuba, has joined the sales organization of the American Box Supply Company. John will make his headquarters at 2307 Highland Avenue, Tampa, Fla., and will cover the entire South as the exclusive representative and resident agent of the American Box Supply Company. The American Box Supply Company sells "everything needed by the cigar manufacturer, except tobacco," so John will be kept busy, with his new line, over his old territory, which he has covered for many years.

Henry Toplitz, of the Pasbach-Voice Lithographing Company, who opened an office here on January 1, and represented the company in the Middle West, has returned to New York City with his family.

Leon Goldenberg, who was formerly connected with the University Smoke Shop, Ithaca, N. Y., has accepted a position with the Watkins Cigar Stores Company, and will be stationed in their new store in the Majestic Building. Leon has the *nom de plume* of "Goldie." Well versed in the retail tobacco business, and a salesman of exceptional ability, "Goldie" will no doubt be one of the leading salesmen in the new store.

H. I. Shacklett, of the Gene Vall Cigar Company, manufacturers of "High Life" cigars, called on the trade here last week.

Manuel Fernandez, of the Manuel Fernandez Cigar Company, Jacksonville, Fla., was on the list of visitors here last week, and signed the TOBACCO WORLD register at Watkins'.

"Johnnie Walker" cigarettes are going to the front fast here, practically every store in the city having them on display, and, from reports of the dealers, indications are that "Dick" Tobin has another winner. So go to it, "Dick," "Johnnie" and "Herbert" are a pair that can beat them all.

The Michigan Club Bowling League, consisting of twelve teams, closed the season with their annual banquet and vaudeville show to its members at the club's palatial home on Washington Boulevard on Tuesday, March 27. Our congenial friend, "Dick" Clarke, who conducts two (2) up-to-date cigar stores on Woodward Avenue, known all over town as the Avenue Smoke Shops Nos. 1 and 2, is an optimistic booster of the club, as well as secretary-treasurer of the Bowling Club. Dr. C. E. Coulter was the donor of a handsome silver cup, properly engraved, to the "Bears," the winning team of the season. Appropriate and handsome prizes were distributed to the "Terriers" and "Tigers," for second and third places respectively. Bert Henderson received the prize for the individual high score of the season, 256, also second high average for the season. Mr. Rickenbacker won the prize for the high single game of the season with 960 pins. At every banquet and smoker there is, of course, some one who tries to make a hit with the lady entertainers, the honor at this occasion falling to Dr. J. A. Walker and Herb H. Renshaw, who danced to their hearts' content with the fair ones to the tune of the latest jazz. These two boys had the time of their lives until the climax came when the ladies (impersonators) removed their wigs, and then all bets were off. As master of ceremonies Dick Clarke reigned supreme. The honor

(*Continued on Page 20*)

TAMPA

Higher Prices for Cigar Leaf Presents Problem—Production Well Above Same Period Last Year

Tampa, Fla., April 12, 1923.

UNEVENTFUL may be called these present days in the cigar industry of Tampa, when everything goes along smoothly, and the only cloud in the horizon is the supply of tobacco, which, according to all reports from Cuba, will be scarce to fill the demand, with the consequent rise in price which the manufacturers will face in the near future, being forced themselves to raise the price of their product of clear Havana.

The manufacturers of mixed goods will be in no better shape, for Connecticut wrapper is also going up, and everything combined will force the rising of prices in this class of cigars too.

These conditions demand united action on the part of all classes of manufacturers of cigars; but, are they prepared to act with unity to meet this emergency and protect their interests? Unfortunately not.

The cigar manufacturers are the only class of industrials that never take a step to get together and discuss their problems as a unit; therefore suffering stagnation, distress and failure in their business, without realizing that a little understanding and co-operation would improve their condition one hundredfold from what it is at present.

They missed the opportunity of holding a convention recently, during the Tobacco and Allied Industries Exposition at New York last February; and, unless they act quickly, they will miss it again at the meeting of the Tobacco Merchants Association, to be held in Washington, D. C., on the 16th and 17th of May next. Why not somebody take the initiative and call a convention of all the cigar manufacturers of the United States to meet at Washington, D. C., next May, at the time the T. M. A. meets? Is it possible that the great cigar industry would not have a man to take the initiative and lead this movement? Where is the man of the hour? If there is any, ANSWER.

At the meeting of the board of directors of the Cigar Manufacturers' Association held on the 4th of this month, Mr. A. L. Cuesta, Sr., was appointed to represent the association in a consultative character, at the meeting of the Tobacco Merchants Association next May, at Washington, D. C. This shows that the Cigar Manufacturers' Association of Tampa is alive and interested in all acts in which the general welfare of the cigar industry may be involved.

While, like in everything, there is still room for improvement, our factories are producing more cigars in the present than in the previous year, as is demonstrated by the receipts of the Internal Revenue Office, which during last month amounted to $303,674.40, which, compared with $229,931.95 in March, 1922, show an increase of $73,742.45 in favor of March, 1923. The total receipts for the first quarter of the present year are $799,365.56, to compare with $676,109.15 for the same period last year, or $123,256.41 in favor of 1923.

The sale of cigar stamps at the Internal Revenue Office is another sure indication of the advances made this year by the factories, the amount of sales for March being $298,395.87, which correspond to the manufacture of 39,525,310 cigars, distributed as follows:

Class	A	$ 52,004.16	13,001,040 cigars
"	B	11,869.74	1,978,290 "
"	C	182,681.20	20,297,910 "
"	D	47,521.50	3,960,120 "
"	E	4,319.27	287,950 "

The cares of the new crop of tobacco keep our manufacturers on the move, coming from and back to Cuba, and, at present, among the absentees can be mentioned the names of Manuel Corral, of Corral-Wodiska y Ca.; Francisco Gonzalez, of Garcia & Vega; Manuel Garcia, of Perfecto Garcia & Brothers, and J. J. French and Manuel Alvarez, of the Sanchez & Haya Company.

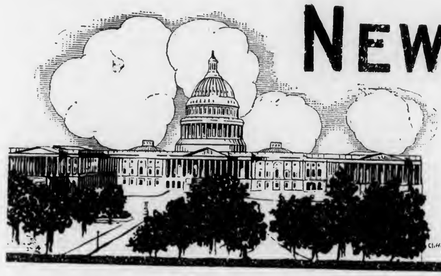
Among the sick, Ben Cosio, of the Consolidated Cigar Corporation, is laid up for a few days under the weather, but he is not seriously ill.

Mr. Mortimer Regensburg, senior member of E. Regensburg & Sons, is still here and will remain for about two weeks, while his brother, Jerome, is away availing himself of the opportunity to take a short respite.

Mr. Claude Turner, sales manager of Salvador Rodriguez & Company, has been here for about eight days, visiting their "Charles the Great" factory and mingling with his numerous friends, leaving for New York last Thursday. He found everything O. K., and his visit was a real pleasure for the faithful employees at the factory, especially for Manager John Aviles, who was shouldering the responsibility of running the business alone, since the "great old man" was unable to cheer him up as of yore.

Jorge Leon, of San Martin & Leon, has succeeded in closing a deal with the big jobbing house of Austin, Nichols & Company, of New York, by which every one of their 200 salesmen will endeavor to sell as many "Hoyo de Cuba" cigars as is in his power. The John B. Daniel Company, Incorporated, of Atlanta, Ga., and

(*Continued on Page 20*)



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

Washington, D. C.

ANOTHER complaint has been issued by the Federal Trade Commission in its campaign against alleged price-fixing in the tobacco industry. The respondents are tobacco jobbers of Pennsylvania and Delaware known as the Tri-State Tobacco Jobbers' Conference, who are named in conjunction with the American Tobacco Company, and are charged by the Commission with fixing and maintaining prices at which certain tobacco products are to be sold.

It is charged that the respondents, for the purpose and with the effect of eliminating competition among themselves and other dealers in tobacco products, entered into an agreement, understanding and conspiracy among themselves to fix, through the Tri-State Tobacco Jobbers' Conference, prices at which tobacco products handled by them should thereafter be sold by them.

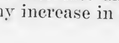
An appeal is to be taken by the Treasury Department from the decision of the Board of General Appraisers holding that a change in condition of a package, occurring after importation and before examination by an appraiser, is not sufficient to cast the burden on the importer to prove that the goods were not abstracted after landing. Instructions to enter the appeal carrying the case to the United States Court of Customs Appeals have been sent the Assistant Attorney General at New York by the Department.

The effect of the decision, if permitted to stand, would be to throw upon the Government the burden of proving whether there had been a theft, and, if so, when it occurred.

Final arguments on the application of the American Railway Express Company for permission to increase its rates were opened before the Interstate Commerce Commission in Washington on April 9th. Figures were submitted by representatives of the various State railway commissions to show that, after approximately two years of declining business, the revenues of the American Railway Express Company in August of last year began an upward swing which has been continued. It was shown at the same time that operating expenses of the express company have steadily declined and are now at a lower point than at any time during the past thirty months, while monthly payments to the railroads have increased and should soon reach a point where the railroads would be adequately compensated for the carrying of express matter.

It was shown that 81.5 per cent. of all shipments carried in first-class express passage were 50 pounds or less in weight, those shipments representing 56.77 per cent. of the total weight carried and 68.03 per cent. of the total express charges collected. The average revenue per hundred pounds of express matter carried, it was declared, is $1.95. To carry this is an expense of 87.4 cents for pickup and delivery and 89.1 cents for line haul, a total of $1.765 and leaving a margin of 18.5 cents over expenses.

In view of the changed conditions which now exist, and under which, it is declared, the express company is receiving a greatly increased revenue, representatives of the business interests and of the State commissions opposed any increase in express rates at this time.



The shipment, C. O. D., of articles which have not been ordered or without the consent of the addressee will hereafter be construed as an attempt to defraud and a violation of the law, according to an announcement by the Post Office Department. Numerous complaints have been received at the Department that the C. O. D. parcel post service has been used as a collection agency and as an attempt to make people take goods which they have never ordered.

Instructions have been issued that all C. O. D. shipments by mail shall in all cases be based upon *bona fide* orders for the contents of the parcels or in conformity with agreements between senders and addressees. "It is not the purpose of the C. O. D. service to care for other than legitimate shipments," it is stated. "The use of the C. O. D. service as a collection agency is not countenanced. The C. O. D. charges on each parcel must have a direct bearing on the contents of the parcel to which they relate. It is not permissible to include the charges on some other article involving a past or anticipated transaction in fixing the charges on any C. O. D. parcel unless the addressee has given his consent to such action in advance."

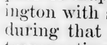
Postmasters and others have been asked to report to the Department every case where a C. O. D. shipment is not based on a *bona fide* order or agreement.

Complete reports from the Post Office Department regarding the volume of C. O. D. parcel post matter handled show a total of 30,941,570 packages transported in this service during the fiscal year 1922. The fees collected on these packages amounted to $3,152,-150.60.

It is pointed out by the Department in its report that during the first year following the establishment of the service on July 1, 1913, 2,994,600 parcels were carried, fees amounting to $299,460 being collected for the service, this being less than ten per cent. of the number of packages handled last year and approximately a similar percentage in fees. This class of service, it is stated, is being resorted to more extensively each year by business houses, despite the repeated complaints that are received that the refusal of the Department to permit examination by the addressee of the contents of C. O. D. parcels before delivery, is hampering them in their business.

Local tobacco dealers have been warned by the Merchants and Manufacturers' Association to lay in at once all stock which they anticipate will be needed next June, so that they may not be seriously handicapped by the congestion on the railroads which is expected to result from the Shrine Convention to be held here in that month. There is already considerable congestion noticeable on the roads, and it is pointed out by the association that this will become worse as the time for the convention approaches. It is expected that something like 500,000 visitors will be in the city for the convention, and that the great number of special trains which will be necessary will make it impossible for the railroads to get freight through on schedule.

Because of the doubling of the city's population for the period of the convention, special traffic rules are being provided, one of which will prohibit parking in the downtown area. It is also anticipated that the crowded streets and the numerous parades will make it impossible for the local trucking companies to deliver and collect freight and express matter promptly, and the tobacco dealers are urged to take all steps possible to safeguard themselves from any losses arising from these conditions. It is anticipated that during the period from May 26th to June 15th rail merchandise will be confined almost solely to foodstuffs of a perishable nature, and conferences are being held between the representatives of the railroads, the express companies and the steamship lines, on the one hand, and local business interests, on the other, for the purpose of mapping out a plan which will supply Washington with sufficient food and other necessities of life during that period, but it is not expected that, after transporting all the food needed, the railroads will have much space available for other commodities.



The Interstate Commerce Commission has announced that it will again enter upon an investigation of Pullman charges, including the surcharge as well as the regular rates for sleeping and parlor car accommodations, and will in a short time announce dates and places for hearings on the question.

For a long time, traveling men and business interests in the motor and bicycle and other industries have been agitating for reductions in these charges, and were successful in securing hearings on the subject about a year ago, but without results at that time. Pullman charges, which were advanced 20 per cent. in May, 1920, and on which a surcharge of 50 per cent., to be turned over to the carrying railroads, was permitted as a result of case Ex Parte 74, have materially hampered traveling men in the pursuit of their business, the Commission has been told, and numerous complaints have been received from commercial travelers' organizations and business concerns, especially as regards the surchrage.

The proposed hearings are ordered by the Commission on its own initiative as a result of these complaints, and will include an investigation into the propriety and reasonableness of the surcharge, and of the rates of the Pullman Company for the accommodation of passengers in sleeping and parlor cars, as well as the bases of compensation as between the roads and the Pullman Company with respect to the use of the latter's cars, with a view to determining the just and reasonable charges to be assessed for accommodations furnished passengers traveling in sleeping and parlor cars.

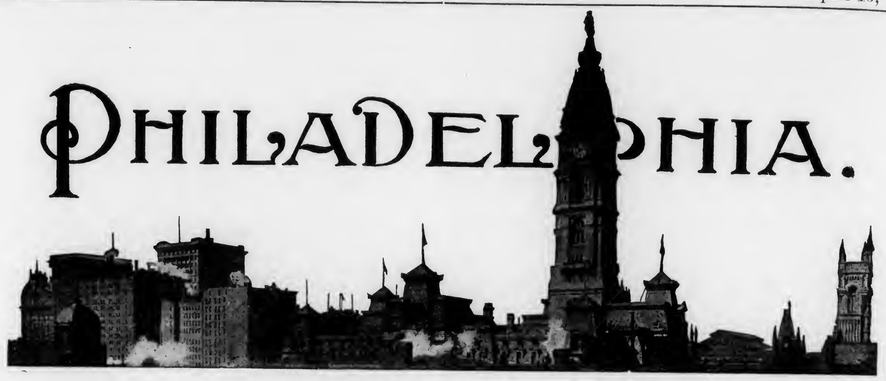
Taxes designed to reach undistributed profits and prevent the avoidance of tax by stock dividends and other far-reaching revenue legislation will be sought at the next session of Congress, which convenes in December, according to Representative Frear, of Wisconsin, prominent member of the Ways and Means Committee. It is not likely, however, that the group of which Mr. Frear is a member will make any effort to have enacted a sales tax, but, on the contrary, would probably oppose such a measure if it was introduced. An effort will also be made to have adopted a Constitutional amendment under which the Government could tax securities now exempt.

The various Progressive groups in Congress are busy formulating the platforms on which they will make their stand when the new session convenes. At least six tax plans have so far been announced. All are predicated upon the recent big stock dividends announced by numerous large corporations, and the drive of the Treasury Department for legislation which will permit the taxation of tax-free securities, estimated to total approximately $10,000,000,000.

The program announced by Congressman Frear contemplates legislation providing for the Constitutional amendment, new and increased inheritance taxes, and a gift tax to prevent inheritance tax evasions, legislation relating to undistributed profits, designed to reach corporate surpluses laid aside annually and afterwards distributed in stock dividends, and a tax on excess profits, with lower rates than the war revenue law imposed in the lower brackets, but a heavy rate on higher profits, with an exemption of eight per cent. profits on the invested capital.

One of the outstanding features of Mr. Frear's program is legislation designed to give publicity to Treasury tax records, so that tax proceedings will be as public as court proceedings now are. Under the existing law, it is pointed out, secret records, secret testimony by interested parties, secret findings, secret collections, and secret repayments in controversy today reach billions of dollars in the aggregate, until public confidence in the administration of the law has been undermined.

PHILADELPHIA.



SIG C. MAYER & COMPANY TO REORGANIZE

Due to the ill health of George Watson, of Sig C. Mayer & Company, a reorganization is being planned. The building at 306 Cherry Street has been sold and will be occupied by the Cosmopolitan Cigar Company, and Sig C. Mayer & Company will move into new and larger quarters, where they will be better able to supply the increasing demand for their famous "Rey Oma."

MEMORIAL SERVICE FOR F. W. AYER

At the North Baptist Church, Fourth and Linden Streets, Camden, N. J., there will be a memorial service conducted at 7.45 P. M. on Saturday, April 14, in memory of F. Wayland Ayer, who died on March 5. Mr. Ayer was head of the advertising firm of N. W. Ayer & Son. Addresses will be made by Earl D. Babst, James C. Colgate, Cyrus H. K. Curtis, Dean Harry Hayward and Dr. John R. Mott.

FRISHMUTH AUCTION POSTPONED

The sale at auction of Frishmuth Brothers & Company's plant at Covington, Ky., which was scheduled for April 6th, has been postponed until April 30th. It is possible that this plant will be bought in by the new combination and reorganized, as it is believed this will make possible the carrying on of the business on a profitable basis, as they have plenty of orders on hand to continue operations for some time.

FINKLEMAN BROTHERS OPEN OLD PEERMONT STAND

Finkleman Brothers are opening the old Peermont Cigar Stand at Fifth and Market Streets this week, after extensive alterations, and are offering striking bargains in radio equipment as well as cigars. So far, very few of the downtown Market Street cigar stores have been able to withstand the lure of putting in a complete line of radio sets and supplies, and, judging from the steady stream of customers emerging from these stores with small packages, they are being well repaid for their trouble.

Judging from the vast quantities of Manila and Porto Rico cigars seen in the retail stores, "it pays to advertise."

MASTER TOBACCO POUCH COMPANY INCORPORATES

The Master Tobacco Pouch Company, of Philadelphia, has been incorporated under the laws of the State of Delaware. Their authorized capital is $100,000.

"CAROLINA ROYALS" IN PHILADELPHIA

During the past week "Carolina Royals," the new Bailey Brothers cigarette, has been gaining favor through an intensive advertising campaign put on here. Customers dropping into their favorite cigar store for a smoke were gretted by a charming young lady who presented a "Carolina Royal" for your trial, while she explained the merits of this new cigarette.

LEAF TOBACCO BOARD ELECTS OFFICERS

J. Vetterlein was elected president, E. A. Calves, vice-president, Adolph Loeb, treasurer and J. R. Young, secretary, of the Philadelphia Leaf Tobacco Board of Trade, at their regular meeting, held in the offices of the secretary.

During the course of this meeting the question of the present House bill regarding a three per cent. sales tax on cigars, cigarettes and tobacco in Pennsylvania was discussed and a resolution passed to communicate with the members of the State legislature, advising them of the objection of this organization to the bill.

INJUNCTION AGAINST P. R.-AMERICAN PLAN

A temporary injunction was granted on April 10 by Vice-Chancellor Backes, in Newark N. J., restraining the directors of the Porto Rico-American Tobacco Company from taking up at their meeting of stockholders, on April 11, the new capitalization plan whereby it is alleged the United Retail Stores Company plans to absorb the Porto Rico-American.

Philip M. Grausman, a minority stockholder, of New York, made the application for the injunction on the grounds that the plans were to take the control away from the present stockholders.

Officials of the company are ordered to show cause on April 17 why the injunction should not be made permanent.

The Spanish Cedar Cigar Box Is a Silent Salesman of Quality

SPANISH CEDAR identifies your products immediately as an article of superior quality. It has the elegance of appearance that is naturally associated with something better. And shrewd retailers know how vitally important the proper package is in making sales.

SPANISH CEDAR has won its position by merit. From the beginning of the Cigar Industry quality cigars have been packed in SPANISH CEDAR. It is time tested and has established itself as the superior container.

Smokers have long associated SPANISH CEDAR Cigar Boxes with quality brands. These containers are strong selling assets because not only do they make cigars look better, but they also preserve and keep them in the best possible condition.

Spanish Cedar Cigar Boxes Make Good Cigars Better

(*ADVERTISEMENT*)

STATEMENT OF THE OWNERSHIP, MANAGEMENT, ETC., OF "THE TOBACCO WORLD," PUBLISHED SEMI-MONTHLY AT PHILADELPHIA.

Required by the Postal Laws and Regulations.
By the Act of August 24, 1912.

Name of Editor—Hobart B. Hankins, 236 Chestnut St., Phila., Pa.
Managing Editor—None.
Business Manager—Gerald B. Hankins, 236 Chestnut St., Phila., Pa.
Publisher—Tobacco World Corporation, 236 Chestnut St., Phila., Pa.
Owner—Hobart B. Hankins, 236 Chestnut St., Phila., Pa.
Known bondholders, mortgagees and other security holders, holding one per cent. or more of total amount of bonds, mortgages, or other securities: None.

(Signed) GERALD B. HANKINS.

Sworn to and subscribed before me this 31st day of March, 1923.
W. KING ALLEN.
(Seal) Notary Public.
My commission expires January 17, 1925.

A. KAUFFMAN & BRO. INC.
YORK, PA.
ESTABLISHED 1893
MANUFACTURERS OF
CIGAR BOXES
AND
CIGAR BOX LUMBER
WE SPECIALIZE ON
GOLD LEAF WORK

CIGAR MACHINERY
Wolverine Bunch Breakers
Wolverine Cigar Packers
For Boxes of 50 and 100, Bundles and Round and Square Tins
WRITE FOR DESCRIPTIVE CIRCULARS
Pulte-Korreck Machine Co.
GRAND RAPIDS, MICHIGAN

"BEST OF THE BEST"
OPTIMO
VERY MILD
VERY MILD
CIGARS
Manufactured by A. SANTAELLA & CO.
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

T. M. A. CIGAR SLOGAN CONTEST NOW CLOSED—COMMITTEE NAMED TO MAKE SELECTION—FIRST MEETING WEDNESDAY, APRIL 11th—OVER 4000 SUGGESTIONS SUBMITTED

The cigar slogan contest inaugurated by the T. M. A. is now officially closed and a force of clerks is busily engaged in assorting, listing and indexing the suggested slogans for consideration by the Association's Slogan Committee.

Charles Dushkind, managing director of the association, states that well over 4000 slogans have been submitted and will receive consideration in awarding the $500 in prizes offered by the association for the three best slogans.

As previously announced, the selection of the winning slogans is to be made by a special Cigar Slogan Committee representative of all interested branches of the trade.

This committee, the personnel of which follows, held its first meeting on Wednesday, April 11th:

C. R. Sherlock, vice-president, United Cigar Stores Co., New York, N. Y.

COMMITTEE.

Cigar Manufacturers.

Frank W. Harwood, of General Cigar Co., Inc., New York, N. Y.
Robert E. Christie, vice-president, American Cigar Co., New York, N. Y.
Harvey L. Hirst, secretary, Bayuk Bros., Inc., Philadelphia, Pa.
D. Emil Klein, president, D. Emil Klein Co., Inc., New York, N. Y.
Abraham I. Lewis, I. Lewis Cigar Mfg. Co., Newark, N. J.
Herbert Weil, vice-president, Consolidated Cigar Corp., New York, N. Y.

Distributors.

A. H. Gregg, president, Faber, Coe & Gregg, Inc., New York, N. Y.
D. A. Schulte, president, D. A. Schulte, Inc., New York, N. Y.
C. R. Sherlock, vice-president, United Cigar Stores Co., New York, N. Y.
Wm. A. Hollingsworth, of Wm. A. Hollingsworth, New York, N. Y.

Advertising Agencies.

F. J. Ross, president, F. J. Ross Co., Inc., New York, N. Y.
Chas. H. Eyles, president, The Richard A. Foley Adv. Agency, Inc., Philadelphia, Pa.
George C. Sherman, president, Sherman & Lebair, Inc., New York, N. Y.

Cigar Leaf Dealers.

Marco Fleishman, president, S. Rossin & Sons, Inc., New York, N. Y.
Nathan I. Bijur, E. Rosenwald & Bro., New York, N. Y.
Joseph F. Cullman, Jr., Cullman Bros., New York, N. Y.

Lithographers.

C. A. Speakman, vice-president, American Litho. Co., New York, N. Y.
J. A. Voice, secretary, Pasbach-Voice Litho. Co., Brooklyn, N. Y.
Dr. C. E. Mochle, president, Mochle Litho. Co., Brooklyn, N. Y.

(*Continued on Page 19*)

Stop! Look! Listen!

The popularity of Manila Cigars is increasing throughout the country. To dealers and consumers, the Manila trade today offers wonderful values.

Manila cigars speak for themselves. They show quality that challenges comparison, price per price, anywhere.

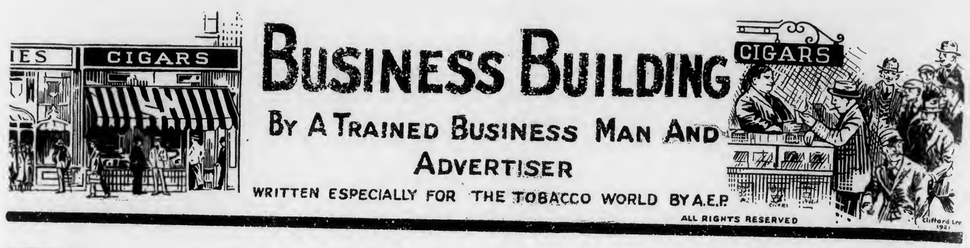
Every Manila cigar, in any box bearing the guarantee stamp of the Philippine Government, is strictly hand-made, all long filler.

Unusually mild, sweet as a nut, having a distinctive flavor, burning properly and giving forth an agreeable aroma, a good Manila Cigar appeals especially to the smoker who wants more than one or two cigars daily.

The Man Who Smokes Many Cigars is a Profitable Customer

List of Distributors on request

MANILA AD. AGENCY
(C. A. BOND, Mgr.)
15 WILLIAM STREET - - NEW YORK



YOU are a young man and have many years before you to work, to succeed, or to fail—may Fate forbid the latter.

You are going to have competition, no matter where you are, or what you do.

A close observer, a large and successful merchant, says your competitors will consist of college men—men who are now taking courses in college or university, in business and merchandising.

They will put belts on fast pulleys when they get in action. They are now learning the fundamentals of merchandising as it is done today. They are learning that running even a cigar store is not the simple and easy matter it is supposed to be. They are learning that in order to hold its own it must grow, and if it grows in spite of its competition it must be run with exceeding skill.

When I see how the world is changing and how it is going to change still more in the future I feel a real concern and a very earnest interest in the men who are now in the game, but who are not learning what a difficult game it is.

The only college they can join is the College of Hard Knocks. And some of them are not even learning the lessons of that college. I would, therefore, urge every ambitious one to be deeply interested in the suggestions put forth in this department. Study them, put them in practice, so you can keep abreast of the current in the fierce days that are to come.

Continuity of purpose is essential to business success. That is the text of a sermon, a business sermon, and as most people don't like business sermons I know few of you will read this.

But some of you will read it—a few—and those who do may hear a noise that sounds like real money.

You are a clerk in a cigar store. Your wages are not princely, your duties not very responsible, you are not the boss of fifty men, and you are not head-over-heels in love with your job.

But, listen, growing competition is bringing real clerks in demand. And they can either work up in their own establishments or go higher and higher in other stores. The prospects for continued promotion and large success is as good for clerks as in any other line of work.

Therefore, if you want to "get there" stick to your chosen work. Don't change to this and that and the other.

Plan to be an expert as a clerk. If you are in a city go to a business night school and learn the great art of selling. If you are in the country take a correspondence course, buy books on the subject, read your trade journals. You will be surprised to learn how much you don't know about clerking. If you have THE STUFF in you—and you must have some or you would not have read this article this far—you will take off your mental coat, put yourself in training, and become a real clerk, which may be the stepping-stone to the ownership of a ten-story department store. Success to you.

Suppose it were necessary for you to turn all your stock of merchandise of every kind into quick cash, what would you get for it?

If you are a first-class merchant you say, "That's easy," and you reach in your desk, take out your stock book, note exactly what your stock was worth the first of the year, also note how much you have bought and how much you have sold since, figure a moment, add the figures to the yearly inventory—and there is the answer—within a few dollars of the exact.

If you are not up-to-date you would hem and haw and fumble, and finally make a guess, which might possibly be a million dollars out of the way.

Then you may look real angry and ask what good it does to know the value of your stock at any given time.

I will tell you. If you know its value you keep it down; keep it down to the lowest limits; but if you don't know its value it is probably twice as much as you think.

In other words, you have on your shelves in slow-moving goods more capital tied up than you suppose, and if you knew the amount you would clear out a lot of it, discount more bills than you do, and keep a smaller amount of capital tied up in goods, and you would be more particular to have it in quick-moving goods. Thus would your profits be greatly increased.

Well, well, well. What have we here?

A celebrated French physician says tobacco promotes health and longevity. He don't make the negative assertion, as do many physicians when they say that "smoking in moderation will harm no one." No!

(*Continued on Page 24*)

Why do they use Porto Rican?

Most successful manufacturers of the so-called "Mild Havana" cigars are those who have succeeded in making a cigar that has satisfied the largest percentage of smokers.

Realizing that the clear Havana was primarily a rich heavy cigar the different cigar firms vied with each other in trying to produce a blend that would suit the taste of the average smoker.

Practically all of the popular mild cigar brands contain Porto Rican Tobacco either as the filler or expertly blended.

That this makes the most satisfying "all-day smoke" is now universally conceded.

LOOK FOR THE GUARANTEE STAMP WHEN BUYING

Government of Porto Rico Tobacco Guarantee Agency

126 Maiden Lane, New York — W. L. Dannahower, Agent — Telephone John 1379

The Liberman New Model SUCTION TABLE

ADJUSTABLE TO COMPEL PALM ROLLING

REQUIRES A MINIMUM OF THE FOREMAN'S ATTENTION

ROLLERS PREFER TO WORK ON IT

It is a fact that, because of the many improvements embodied in this Suction Table, of two nearby factories making practically the same size Cigar at the same price, the one equipped with Liberman New Model Suction Tables experiences less difficulty in keeping its plant working to maximum capacity because of the preference of the operators for the new model over the old style suction tables

CIRCULAR UPON REQUEST *Beware of Infringements*

LIBERMAN MANUFACTURING COMPANY

N. W. Corner 20th and Allegheny Avenue - - PHILADELPHIA, PA.

W. L. DANNAHOWER RETURNS

Winds Up Tour of Middle West and Summarizes His Impressions

W. L. Dannahower, the Tobacco Guarantee Agent in the United States for the Government of Porto Rico, arrived in New York City Monday last, after a three weeks' tour of inspection and propagandizing throughout the entire Middle West on behalf of the now universally accepted and approved Guarantee Stamps, as officially issued by the Porto Rican Government.

In an interview the day following his arrival, at the Tobacco Agency of Porto Rico, located at 126 Maiden Lane, New York City, Mr. Dannahower summarized the impressions and results of his tour. Said he:

"I slept on the trains at night en route between the cities, and where I stopped off I could not have been more favorably received. When I disclosed my mission they with one exception enthused over the prevailing quality of Porto Rican leaf and cigars as they are maintained to a standard today. The one exception dwelt upon the adverse quality of Porto Rican cigars two or three years ago, before the Stamps of Classification and protection came into vogue and general use.

"All in the trade whom I met commented favorably on the booklet treating of Porto Rican tobacco and cigars, which our agency has published and given nation-wide circulation.

"Of course, I frankly admitted to all that certain grades and kinds of tobacco and cigars shipped out of Porto Rico are not as good as others and that the Stamps of Identification expressly set forth and classify the various blends of foreign leaf with the Porto Rican tobacco.

"I emphasized to both wholesalers and retailers that they could now tell whether they were selling a straight or mixed cigar, which bore the Porto Rican Stamp, for it was absolute identification. I found all who had taken on Porto Rican cigars were greatly pleased with them. Those who had only limited stocks of them expressed an intention of increasing their Porto Rican cigar supplies.

"You would be surprised at the scores of dealers I met who enlisted under the new Porto Rican standard of quality maintained and I met any number who contemplate featuring Porto Rican cigars in the future.

"In Detroit I saw retailers with as many as 15,000 Porto Rican cigars on their shelves or in humidors. I mingled mainly among the retailers. I didn't figure much on the jobbers for I want to educate the smoker through the retailers, so I solicited the support of the men behind the store counters.

"I did approach a number of cigar manufacturers, and I found without exception that those employing Porto Rican leaf in their blends were more than gratified at the results obtained.

"I interested several stogie manufacturers now using Zimmer and Dutch leaf to try out a blend including Porto Rican tobacco. I have agreed to send them a few choice Porto Rican leaf for experimenting. It seems the Dutch product does not entirely measure up to the requirements of the stogie makers, as a blend.

"I visited the following cities: Buffalo, Detroit, Chicago, Kansas City, St. Louis, Indianapolis, Columbus, Pittsburgh and Harrisburg, and I don't think any man could have received any more encouragement than I did in the limited period of three weeks. I saw a good many people, including leaf tobacco dealers, cigar manufacturers, retail cigarists and druggists, wholesale tobacco men, and drug distributors—I even interviewed cigarmakers. When I got through with one man I tackled another. I came in contact with many wholesale drug houses which I found distributed brands of cigars to numerous drug stores, especially in the cities of size or class of Detroit.

"I found the executives or managers of such establishments more than ready to talk of our movement nationally to popularize the Porto Rican cigar. They extolled the merits of the new Porto Rican product of today.

"My trip was far more satisfactory in its results than I had anticipated. Only one man gave me a snappy talk of opposition. He was pitifully small and not a business man at all. The bigger, broad-gauged dealers wanted a recipe for increasing their business. They expressed the fear that if they built a big Porto Rican cigar business on a certain brand that a competitor would step in and share the benefits of their constructive work. I advised a registered brand of their own for protection.

"Of course, we must advertise our movement to popularize the Porto Rican cigar in the trade journals, and if the appropriation ever gets large enough we will educate the consumer through the newspapers and magazines, but I find that an occasional tour for personal contact is exceedingly beneficial also."

INCREASED PRICES FOR CIGARS SEEMS INEVITABLE

It is stated on good authority that the prices for 1922 crops of wrapper and filler tobaccos will be four or five cents a pound higher than the 1921 crop prices, and this fact, together with the not improbable increase in wages which may have to be made, it is expected by some, will cause an increase of approximately $10 a thousand in the wholesale price of cigars before the end of the year. The United States Steel Corporation, which is admitted to bear a very great influence on the entire business of the country, has announced an increase in the wages of common labor of 11 per cent., effective April 16, which brings their common labor rate up very nearly to their wartime scale.

FORMER VICE-PRESIDENT OF A. T. CO. FOUND DEAD ON TRAIN

John Blackwell Cobb, who was vice-president of the American Tobacco Company for a number of years, and also a director of the United Drug Company, was found dead in a drawing room of the train on which he was returning from Hot Springs, Ark., on the afternoon of April 9. He was 65 years old.

Mr. Cobb had been spending the winter at Hot Springs and was returning to his home, when, it is believed, he was stricken with heart trouble. When the train arrived at Pennsylvania Station and he failed to appear, he was found in his drawing room dead. Physicians stated he had been dead for several hours when found.

He became associated with the American Tobacco Company in 1890 and was vice-president of the company from 1896 to 1908, when he retired from office, but continued as a director. He is survived by a widow and a daughter.

yours for a sanitary smoke—

THE WDC TURIN $1.00

SOLD IN HANDY DISPLAY ASSORTMENTS

If your jobber cannot supply you write us for the name of a jobber who can.

ASSORTMENT No. 30203
Six styles inlaid in Velvet Tray—and six pipes packed separately for stock.

A pipe that looks like 3 dollars and sells for 1 dollar

You can literally turn a Turin inside out. The aluminum tube runs the length of the pipe, catching all moisture and nicotine. It is easily removed and cleaned, leaving the pipe dry, cool, and sanitary.

This popular feature combined with a fine quality, guaranteed Italian Briar bowl, flush mounted with solid rubber "drysmoke" mouthpiece, at the retail price of only $1.00 makes **Turin** the ideal pipe for the thrifty buyer.

It affords the dealer a quick and profitable turnover.

WM. DEMUTH & CO., NEW YORK
WORLD'S LARGEST MAKERS OF FINE PIPES

ASSORTMENT No. 30321
Attractive Glass Covered Display Case Given Free with Two Dozen Turin Pipes.

CIGAR SLOGAN COMMITTEE.

(Continued from Page 14)

Trade Paper Publishers.

H. B. Hankins, TOBACCO WORLD, Philadelphia, Pa.
C. L. Franklin, "Tobacco," New York, N. Y.
Carl A. Werner, "Tobacco Leaf," New York, N. Y.
E. H. Davis, "U. S. Tobacco Journal," New York, N. Y.
A. H. Hillman, "Tobacco Record," New York, N. Y.
Vincent J. Farley, "Retail Tobacconist," Long Island City, N. Y.

T. M. A. Cigar Slogan Committee Meets 6,095 Slogans Submitted; Final Decision Expected in About Two Weeks; Interesting Discussion of the Light and Dark Wrapper Question

The Cigar Slogan Committee of the T. M. A. held a most interesting meeting on Wednesday afternoon, April 11th, at the offices of the association, to consider the matter of selecting the prize-winning slogans in the association's cigar-slogan contest.

The meeting was splendidly attended, almost all of the twenty-five members of the committee being present.

In the unavoidable absence of Mr. C. R. Sherlock, vice-president of the United Cigar Stores Company, the chairman of the Slogan Committee, Mr. Harvey L. Hirst, secretary of Bayuk Brothers, Philadelphia, was unanimously chosen, and acted as chairman of the meeting.

Charles Dushkind, managing director of the association, reported that, all in all, 6095 slogans had been submitted in the contest. It was, of course, impossible for the committee to properly consider this host of slogans at the meeting, and, after completing arrangements so that all of the slogans submitted would receive full consideration by the committee, the meeting was adjourned subject to call.

It is expected that the committee will be in a position to hold another meeting in about two weeks, at which time a final decision concerning the prize-winning slogans will undoubtedly be reached.

The slogan matter having been temporarily disposed of, Mr. Dushkind took advantage of the fact that practically every branch of the trade interested in the cigar industry was represented at the meeting to start an informal discussion on the subject of light and dark wrappers. It was at once apparent that this question is chock full of interest to the cigar trade. All those present were unanimous in their view that the subject was worthy of the most serious thought and consideration and this problem will undoubtedly come up for discussion at the coming convention of the T. M. A.

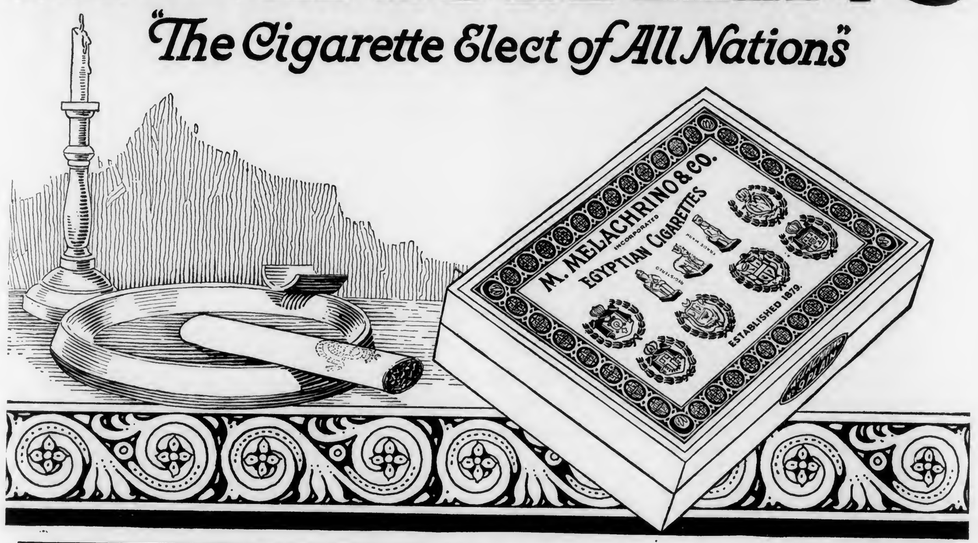
CARLISLE NOW OUT OF HOSPITAL

Announcement is made that Joe Carlisle, the genial Bayuk Brothers salesman, is now out of the hospital and recuperating at Atlantic City.

"Joe" has been confined to the hospital in Scranton for several months, following an accident in which he sustained serious injury when he fell into an excavation in the street in Scranton some time ago.

MELACHRINO

"The Cigarette Elect of All Nations"



TAMPA NEWS

(*Continued from Page 9*)

the Beatty-Flemming Company, of Jacksonville, Fla., are other distributors of the San Martin & Leon goods, who receive the personal attention and care of Mr. Leon, from the selection of the tobacco at his own plantations in Cuba to the shipping of the finished fragrant cigars at the factory, in which he has the able help of his office manager, A. T. Rollin.

The Legislature of Florida is now in session, and it may be prudent to cut this letter short until we know how many lines will be allowed a correspondent to address to his paper. Florida legislators are a nice set of men, and will conduct themselves accordingly, but, when we learn of the freak bills passed in other States up west, especially on tobacco products, we can't help to feel a bit uneasy until legislative grinding is over in our own State.

VERITAS.

DETROIT NEWS

(*Continued from Page 8*)

guests of the evening were George H. Stone and Harry P. Stamm, of the Worth Cigar Company, who supplied the famous "Mi Hogar" clear Havana cigars for the banquet. A good time was enjoyed by all.

"You can't Sell them—until you Tell them."

The Central Cigar Company's chain stores are showing many attractive window displays this week, which are featuring "Dutch Masters," "Harvester" and "44" cigars.

Charles Robinson, manager of the Michigan branch of Bayuk Brothers, Incorporated, reports business for the month of March to be the largest in the company's history in this State. "Mapacuba," "Prince Hamlet," "Philadelphia Hand Made" and "Havana Ribbon" have repeated in every section of the State and are enjoying a very healthy business. The sale on "Havana Ribbon" is increasing by leaps and bounds and showing real speed.

J. P. Brill (William J. Seidenberg Corporation), "Pancho Arango," clear Havana, made-in-bond cigars, called on the trade here last week, and reported a very satisfactory business.

Tom Powell, western representative of the Webster Cigar Company, who has been making his headquarters in Kansas City, Mo., is on a visit to the factory here. Tom says "Webster" cigars are going over the top in great style in the West, and are rapid repeaters in every store.

G. D. Nussbaum, of Berriman Brothers, Tampa, Fla., called on the trade here last week and signed the TOBACCO WORLD register at Bert Johnson's.

Col. D. H. Moulsdale, of Sanchez & Haya factory No. 1, stopped off in Detroit last week to pay a visit to his friend, "Doc" Watkins. The Colonel is en route to California on business, and said he had to stop over to get a peep at "Doc's" new store, which is the finest in the Middle West.

George W. Stocking, of Arango Arango, was on the list of visitors here last week, and reports a very successful business trip all along the route covered.

RELIABLE FIRMS OF

YORK, PENNA.

"Good enough" is not our motto

"The very best," at a reasonable price, is more worthy of your patronage

H. G. BLASSER & CO.
PACKERS AND DEALERS
Leaf Tobacco
FANCY FLORIDA and GEORGIA WRAPPERS
Stripped and Booked Pennsylvania and Ohio Tobaccos
Samples and quotations cheerfully submitted

C. S. GABLE
CIGAR MANUFACTURER
Main Factory and Office, Queen and York Sts.
Branch Factories: Strinestown, Pa.; Jacobus, Pa.
Maker of "FORUM" Mild Havana Cigar, "DOUGLAS FAIRBANKS," "CERTIFIED CHECK" and "HAMILTON FISH"

Robert Schubert Co.
124 MAIDEN LANE, NEW YORK
SUMATRA and HAVANA
York Office, Queen and York Streets

C. H. Plitt Cigar Co.
MAKERS OF
"Casilda" Cigar," 10c and up
"20th Century," 8c "New Century," 8c
CIGARS OF QUALITY

York, Pa., April 15, 1923.

THE balmy spring weather of the past week is having its effect on business around here, and one does not hear quite so much complaining of dull business. Most of the manufacturers are very hopeful of a revival of trade in their respective lines.

The Belvedere Tobacco Company, Boundry Avenue and Court, have about completed their new warehouse, with a few finishing touches to be made. This will give them ample space to carry larger stocks and better take care of their growing business.

W. H. Falkler & Son, Cottage and Meckenzie Streets, have started on their new addition to their factory plant, which, when finished, will give them more than double their present capacity. This firm has been very successful with the brands, "Joe Aldridge" and "GoBo" cigars.

Young & Busser, Center Square Cigar Store, report trade a little quiet, but better than for the past few weeks.

Pfaltzgraff Brothers, leaf tobacco, Jefferson Avenue, report that they find some improvement in their business and are looking for a good steady increase all along.

S. L. Etter & Son, jobbers, have just finished painting and decorating their North George Street store. They are putting in a handsome soda fountain, which will add considerable trade to their busy cigar store.

Bergdoll Cigar Company, makers of the "York Imperial" cigar, says that business locally on this brand is very good. They have just recently put this brand out under its new laber, which is a very attractive package, with bands to match, and should certainly add to the trade-drawing power, which the "York Imperial" cigar itself has, as a very satisfactory smoke for the money.

H. G. Blasser & Company, leaf tobacco: Mr. Blasser reports business very satisfactory on all their lines, and especially are their stripped and booked tobaccos going well. Mr. B. is getting ready for a western trip via automobile and will no doubt open up a nice bunch of new accounts.

(*continued on Page 22*)

Members of the industry are cordially invited when in Philadelphia to make the offices of

The Tobacco World

their headquarters, and to make use of our services in any and all ways. For conferences a private office will be placed at their disposal, if desired. Remember the address, 236 Chestnut Street, Philadelphia, Pa.

Telephone, Lombard 1768

"HOOK UP" YOUR BRANDS
WITH NEW TRADE
BY PACKING YOUR CIGARS
IN WOODEN BOXES

WE MAKE GOOD BOXES—TRY US

Windsor Cigar Box Co.
WINDSOR PENNA.

THE preference of every smoker regarding shape, price and aroma can be invariably met by the store that carries Bayuk Products.

BAYUK BROS. INC.
Originators of the
BAYUK INIMITABLE BLEND and
BAYUK INCOMPARABLE BRANDS
PHILADELPHIA

New York, 119 Lafayette Street Phone Franklin 3166

York County Items

(*Continued from Page 21*)

H. E. Sullivan, of the Tobacco Kasing Company, 184 Water Street, New York, is calling on his trade in this territory. This house puts out a fine line of pure fruit mixtures for the cigar and tobacco trade and have built up a very nice business on their goods.

A. Kauffman & Brother, cigar boxes and cigar box lumber, report that while business with them is not rushing, still they are doing a considerable amount and are also very hopeful of a good trade the coming months.

B. M. Hannigan, of the East Prospect Cigar Company, has left on a business trip. He will visit his trade, handling the brands made by this company, "Epco" and "Airdale" cigars.

W. H. Snyder & Sons, Windsor, are one of the very fortunate concerns. They are still very busy turning out "Country Club" and "Pollyanna" cigars.

W. H. Raab & Sons, Dallastown, have in the past week received orders for their cigars amounting to more than a million and a half.

C. S. Gable, Queen and York Streets, reports business moving along nicely, and that his factories are running full time.

Jacobs & Holtzinger Company, Windsor: Mr. Jacobs is on the road and is sending in some very nice orders for their brands of cigars.

JAY BEE.

"MANNIE" PEREZ BACK FROM TAMPA

The ever-smiling "Mannie" Perez returned on Thursday from a flying trip to Tampa, where he found Brother Joe with his sleeves rolled up and working steadily to speed up production.

"Mannie" says "Tuval" is going bigger than ever and that so far this year business with them exceeds all expectations. This is mighty good news for Marcelino Perez & Company, in the face of a generally quiet condition in the trade at this time.

RAILROADS LOSE APPEAL ON NEW MILEAGE RATE

The petitions of the railroads to the Interstate Commerce Commission to reconsider their decision ordering the railroads to issue mileage books good for 2500 miles of travel at a reduction of 20 per cent. from the regular rate were dismissed without any explanation by the I. C. C. on April 10. This action closes the records as far as the I. C. C. is concerned and the only recourse of the railroads now is to take action through the courts. May 15 is the date set for the new books to be placed on sale.

SMOKE AND LONG LIFE

History provides what might almost be described as a parallel to Isaac Lamb, who, having smoked and chewed tobacco since he was 11, died recently at Farnham Infirmary at the great age of 106 and had only one defective tooth. Sir Isaac Newton was also a considerable smoker and was only one tooth short when he died at the respectable age of 85. Then there is Isaac Walton, who enjoyed a pipe. He lived till he was 90.

Mrs. Ann Dowds, aged 104, who died in Fylde Workhouse last week, attributed her age to the fact that she never had any great troubles, and always enjoyed good health. She was a pipe smoker.—London "Tobacco."

WISCONSIN CO-OP WINS SUIT

A permanent injunction has been granted the Northern Wisconsin tobacco pool of tobacco growers against the M. H. Bekkedal Company, restraining the Bekkedal Company from interfering with contracts of the pool. This decision sustains the validity of the pool contracts.

MEMORIAL DAY

The scarlet poppy has been adopted by the American Legion for use on Memorial Day in honor of the men who fell in France. It will be worn by all members of the Legion.

The Legion suggests a similar use of the poppy on Memorial Day by all members of the public, and asks that all organizations place this suggestion before their membership. With this request we very gladly and sympathetically comply. It is our hope that organizations of business men will promote the wearing of poppies on May 30.

From local posts of the American Legion and from units of the American Legion Auxiliary poppies may be obtained during the week preceding Memorial Day.

PATTERSON BROTHERS PROGRESSING WELL

The work of the Patterson Brothers Tobacco Corporation is now well under way with the Matoaka Tobacco Company amalgamated with it. Factories in Richmond, Va., will manufacture "Matoaka Blue Ribbon" brand and "Matoaka" cigarettes as well as smoking tobaccos like those the Patterson Brothers originated. The "Queed" brand, too, known for more than ten years, will be manufactured as a mass product for the national market.

In New York a factory will make Turkish cigarettes, among them the "Regina Marie" and the "Varena" and the "Polar Star" brands. These two latter brands were originated by F. A. de Pilis, vice-president of the corporation, and originally registered by the American Tobacco Company. These brands were recently transferred to Mr. de Pilis, and are now the possession of the Patterson Brothers Tobacco Corporation.

As a result of negotiations with the British American Tobacco Corporation, the use of labels for the "Polar Star" brand by the new corporation has been arranged.

Mr. de Pilis looks to this year to be a large year in export history. It is developing like 1919, the year "Matoaka," "Varena" and "Polar Star" were first manufactured for export.

"'Matoaka Blue Ribbon' is the best tobacco ever manufactured by Patterson," said F. A. de Pilis, vice-president of the Patterson Brothers Tobacco Corporation. "In all modesty, Mr. Patterson has produced goods superior even to the tobacco hoped for by me in my most exaggerated dreams.

"Mr. Patterson and I have succeeded in arranging with the underwriters to offer to the public a number of shares of the Patterson Corporation so as to obtain a community interest in Patterson products from the start, and in order that the public may participate in the benefits accruing to shareholders from the ground floor and to have their interest aroused from the beginning and their assistance for the future."

AMERICA'S BIGGEST VALUE

Unqestionably. Girard has proved it to the country. Smokers everywhere pronounce the new Girard, a bigger, better cigar than ever.

The demand for Girard is there. Dealers who make it easy for their customers to gratify that demand, are the winners.

Build a bigger quality trade with Girard. Keep Girard out front on your counter. It's a mark of superior merchandise.

Antonio Roig & Langsdorf
Established 52 years PHILADELPHIA

GIRARD
Never gets on your nerves

ABOVE ALL
BOLD

NOW
2 for 15c

The recognized standard of cigar quality and cigar value. Bold's pre-eminent popularity is due solely to incomparable and unchangeable quality.

Bobrow Brothers, Inc.
Manufacturers
Philadelphia Penna.

5c "Keen Kutter" 5c

NONE BETTER FOR THE MONEY

¶ Guaranteed to be wrapped with Imported Sumatra and filled with Havana. The best *Nickel* cigar on the market for the money.

Write for open territory to

H. F. MARTIN

YORK :: :: PENNSYLVANIA

The Far-Visioned Cigar Manufacturer

Protects Present and Future Sales

By Packing His Brands In Wooden Boxes

H. E. BAIR & CO.

HANOVER PENNA.

"Quality Cigar Box Manufacturers For More than Fifty Years"

EL VERSO

HAVANA CIGARS

Seven Sizes to Please the Most Discriminating

The Deisel-Wemmer Co.

MAKERS

Lima :-: Ohio

Business Building

(*Continued from Page 16*)

He is positive. He is brave and bold. He says yea, yea, and nay, nay. He says "smoking in moderation will benefit your health."

And he proved it, by jenks! Proved it by scores of tests in his laboratory.

As though to give point to his statement another part of the paper gave the name of a young feller of one hundred and three, who is still on the job, or "functioning actively," as the high brows would say.

He asserted that he had always smoked, in moderation, and he believes it did him good, "and he intends to continue smoking until he gets old."

Your humble writer went to his doctor yesterday—a little catarrhal trouble. "Shall I cut out the smokes, doctor, and will it aid in clearing my throat?"

"No," said the doctor, in a loud tone. "Keep on with your smoking, with moderation. It won't do a bit of harm. In fact, will be beneficial, if anything."

So, there! We are beginning to get "science" on our side.

Here is this article, harping on the old and tiresome subject of The Turnover; something like the meals we have a week or so after Christmas—turkey, turkey, turkey. Oh, how tired we get of turkey?

But the subject is so deucedly important that I give it the floor frequently in these pages, even though some of you yawn when it begins its little spiel.

I can't pick up a trade paper without running aeross "The importance of the Turnover" every whipstitch. Therefore, I am constrained to occasionally blow a blast on the trumpet of publicity in the effort to impress upon you its great value.

Please get it into your head good and hard that the handling of goods with quick turnover and giving the marble hand to slow turnovers is one of the most important factors in your business.

Go over your stock frequently. Put the quick turnovers in the choice places, put the slower turnovers second class, and get rid of the shelf lizards completely, even if you have to give 'em away. Then keep account of the sales, and thus be posted as to which are the most rapid turnovers and treat them accordingly. It will be some trouble—considerable trouble—but it is worth it.

If you will do this, you will, in time, have a clean-cut stock of goods, all rapid movers, all profitable, and you won't have a big lot of undesirable old horses that lock up your capital, take valuable shelf room and are about as useful as your wife's mother's old invalid sister, who—poor old dear—has been confined to her rocking chair for ten years.

MARCELINO PEREZ TO MOVE UPTOWN

The well-known firm of Marcelino Perez & Company, manufacturers of "Tuval" and "Count Pontchartrain," made-in-bond clear Havana cigars, will move their present offices from 4-6 White Street, New York City, to the Buckley-Newhall Building at Forty-first Street and Sixth Avenue, on May 1.

USING THE SKY AS A BILLBOARD

Sky Writing, the invention of Major J. C. Savage, is far from being a simple matter.

The pilot, who not only controls his aeroplane at dizzy heights but has to maneuvre his craft to form letters, and has also to attend to his smoke-producing apparatus, is surely the most overworked individual existing.

He flies a single-seated machine and his dashboard is a mass of instruments and controls, and all these have to be watched and manipulated with great care if the demonstration is to pass off successfully. When one is rushing at 120 miles an hour through the air, two miles up, maneuvering sharply to right and left, doing Immelman's rolls, and all those little tricks known to stunt-pilots, and at the same time looking after a smoke plant which is churning out smoke at a quarter of a million cubic feet per second, one has to be a bit careful. Add to this the fact that the words have to be written backwards in order that the people on the ground can see them the correct way, and you begin to get an appreciation of what the sky-writer is up against.

Meteorological conditions have also to be taken into consideration by the pilot, for flying in a 40-mile-an-hour wind, with the machine doing, say 100 miles per hour, the pilot has to make his upstrokes at 60 miles an hour and his downstrokes at 140 miles an hour, and if the pilot isn't careful the writing won't be in a straight line.

Many people have thought sky-writing is only successful in calm weather, but here they are wrong. In calm weather, with the sun pouring down on patches of water, clumps of trees, stretches of field, etc., vertical columns of air are formed, some descending, some ascending, which extend up to considerable heights, causing an internal turbulence in the air which quickly disturbs the smoke trail.

The ideal conditions are when there is a clear blue sky with plenty of sunlight, and a comfortable wind of around about thirty miles an hour.

The smoke, of course, is a secret composition, and the whole of the installation, in fact every installation which can be used in an aeroplane for the production of intermittent smoke trails, has been carefully and completely patented by Major Savage in all important countries throughout the world.

Although the smoke produced is of a dense and non-dissolvable character, there is a certain amount of variation from day to day, according to atmospheric conditions, in the time the demonstration remains clearly visible. There have been times when the initials "J C S" have been written in the sky and remained there as long as forty minutes. Then again, internal air conditions have been so bad they have only remained there five minutes. Careful check is kept of these variations, and data is being accumulated which in time may be of great use to aerological experts.

The first logical application of "Sky Writing" is naturally for advertising purposes, for there exists no more fascinating nor dramatic way of impressing a whole city with a trade name or slogan. But its uses do not end there. Experiments to the orders of the British Air Ministry are being pushed ahead in connection with camouflage, signalling, smoke-screening and other methods of employment.

Who Smokes Them?

What class of men smoke two-for-a-quarter cigars?

No single class of men smoke Blackstones.

Like certain popular brands of cigarettes, the price is no gauge of the smoker's ability to pay.

Blackstones have a long Havana filler, an imported Sumatra wrapper and are hygienically made.

Quality maintained over forty years and advertising have made it a national favorite.

Blackstone 2 for 25¢ CIGARS Also makers of TOTEM 8¢ cigar

WAITT & BOND, Inc., Newark, N. J.

MERCHANTS CIGAR BOX CO.

DALLASTOWN, PA.

MANUFACTURERS OF

CIGAR BOXES & CASES

Dealers in Labels, Bands and Edgings

CAPACITY 15,000 DAILY

If It's Wood— We make them. Anything in Cedar, Veneer, Redwood and Imitation.

If It's Prices— We have them. Let us quote you on your need. Line up with a first class boxmaker for your 1923 requirements.

First Class Cigar Boxes Guaranteed

F. LOZANO, SON & CO.

HAVANA CIGARS

TRADE MARK

F. LOZANO
FLOR DE NARVEZ
VICLO

WALLS COURT
EL LESSERO
CALATRAVA

REG. U. S. PAT. OFF.

FACTORY & MAIN OFFICE, TAMPA, FLA.

NEW YORK OFFICE, 437 FIFTH AVE., N. Y.

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

LA O'YEZ:—43,130. For cigars. February 24, 1923. J. O. Snyder, Yoe, Pa.

HILC ITOCO:—43,131. For cigars, cigarettes and tobacco. March 26, 1923. F. M. Howell & Co., Elmira, N. Y.

TASTY-LEAF:—43,136. For smoking and chewing tobacco. March 26, 1923. Jack Baer Tobacco Co., Cleveland, Ohio.

DE LUXE HAVANA PRINCE:—43,137. For cigars. February 28, 1923. Karcher Cigar Co., New Matamoras, Ohio.

ROSNER'S:—43,138. For cigars. March 27, 1923. Max Rosner, San Francisco, Cal.

JOHN DRINKER:—43,139. For all tobacco products. March 28, 1923. Moehle Litho. Co., Brooklyn, N. Y.

SERVICE STATION:—43,142. For all tobacco products. March 28, 1923. Moehle Litho. Co., Brooklyn, N. Y.

GANDY BRIDGE:—43,144. For cigars, cigarettes and tobacco. March 29, 1923. Paul Watkins Cigar Co., Lakeland, Fla.

UNION MASTER:—43,145. For scrap tobacco. March 20, 1923. Dave Burstein, Cleveland, Ohio.

SHEARCO:—43,146. For cigars. April 2, 1923. Waco Cigar Co., Waco, Tex.

P. X. W. HAVANA STATION:—43,149. For all tobacco products. March 28, 1923. The Moehle Litho. Co., Brooklyn, N. Y.

RADIOWLS:—43,151. For all tobacco products. March 26, 1923. The Moehle Litho. Co., Brooklyn, N. Y.

CUBAN STATION:—43,150. For all tobacco products. March 28, 1923. The Moehle Litho. Co., Brooklyn, N. Y.

AURO-MOVA:—43,152. For all tobacco products. April 3, 1923. American Litho. Co., New York, N. Y.

GOLDEN ANNIVERSARY 1874:—43,153. For all tobacco products. April 4, 1923. American Litho. Co., New York, N. Y.

G. PFLAUM & SON'S GOLDEN ANNIVERSARY 1874:—43,154. For all tobacco products. April 4, 1923. American Litho. Co., New York, N. Y.

BURKE'S:—43,156. For pipes, cigarette and cigar holders and accessories. April 4, 1923. Burke Cigar Co., Los Angeles, Cal.

BURKE'S EXTRA:—43,157. For pipes, cigarette and cigar holders and accessories. April 4, 1923. Burke Cigar Co., Los Angeles, Cal.

BURKE'S PEERAGE:—43,158. For pipes, cigarette and cigar holders and accessories. April 4, 1923. Burke Cigar Co., Los Angeles, Cal.

FLINT SIX:—43,159. For all tobacco products. April 5, 1923. American Box Supply Co., Detroit, Mich.

LA LUALITA:—43,160. For all tobacco products. March 27, 1923. The Moehle Litho. Co., Brooklyn, N. Y.

LORD CARNARVON:—43,161. For all tobacco products. April 5, 1923. Pasbach-Voice Litho. Co., Brooklyn, N. Y.

EL TOSCANO GRAZIA:—43,162. For cigars. April 4, 1923. Toscano & Ribando, New York, N. Y.

TRANSFERS

LA FLOR DE MANOLIA:—10,852 (U. S. Tobacco Journal). For cigars, cigarettes and tobacco. Registered June 7, 1889, by A. Rosendahl, New York City. Transferred to Lincoln & Ulmer, New York City, and re-transferred to La Mesilla Cigar Co., Inc., New York, N. Y., November 13, 1922.

DULCE:—15,229 (Patent Office). For cigars. Registered July 5, 1910, by Salvador Sanchez y Ca., Tamp, Fla. Through mesne transfers acquired by Tolosa Cigar Co., Tampa, Fla., and re-transferred to Gonzalez & Mendez, Inc., Tampa, Fla., March 13, 1922.

SALSANA:—36,838 (United Registration Bureau). For cigars, cigarettes, cheroots and tobacco. Registered August 25, 1911, by Salvador Sanchez y Ca., Tampa, Fla. Through mesne transfers acquired by Tolosa Cigar Co., Tampa, Fla., and re-transferred to Gonzalez & Mendez, Inc., Tampa, Fla., May 9, 1922.

LEONORA:—467 (U. S. Tobacco Journal). For cigars. Registered July 23, 1883, by Steinecke & Kerr, New York City. Through mesne transfers acquired by Tolosa Cigar Co., Tampa, Fla., and re-transferred to Gonzalez & Mendez, Inc., Tampa, Fla., May 9, 1922.

LA PADRONA:—16,961 (Trade-Mark Record). For cigars. Registered August 11, 1896, by Bernard Stahl & Co., New York City. Transferred by Ehrlich Mfg. Co., New York City (claiming to be the successors to Bernard Stahl & Co.), to Jacob Rich, New York, N. Y., February 5, 1923.

LA MAJESTICA:—20,280 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered January 23, 1899, by B. Stahl & Co., New York City. Transferred by Erlich Mfg. Co., New York City (claiming to be the successors to Bernard Stahl & Co.), to Jacob Rich, New York, N. Y., February 5, 1923.

LA FLOR DE SEWARD:—11,308 (U. S. Tobacco Journal). For cigars. Registered October 8, 1889, by Boltz, Clymer & Co., Philadelphia, Pa. Through mesne transfers acquired by Vazro Cigar Co., Newark, N. J., and re-transferred to John Schwartz Cigar Co., Inc., Poughkeepsie, N. Y., February 1, 1923.

POLO NORTE:—34,917 (Tobacco Leaf Pub. Co.). For cigars, cigarettes, cheroots and tobacco. April 13, 1908, by Garcia Pando & Co., New York City. Transferred to American Litho. Co., New York City, May 12, 1921, and re-transferred to Welcher Bros., New York, N. Y., May 14, 1921.

LA COSTINA:—42,412 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered November 9, 1906, by O. L. Schwencke Litho. Co., Brooklyn, N. Y. Transferred by The Moehle Litho. Co., successor to O. L. Schwencke Litho. Co., to Central Cigar Box Co., St. Louis, Mo., March 28, 1923.

BETTY STARCK:—40,041 (Tobacco Merchants Association). For cigars, cigarettes and tobacco. Registered January 6, 1917, by The Moehle Litho. Co., Brooklyn, N. Y. Transferred to Central Cigar Box Co., St. Louis, Mo., March 28, 1923.

MI MARCA:—916 (U. S. Tobacco Journal). For cigars. Registered October 20, 1883, by Schumacher & Ettlinger, New York City. Transferred by American Litho. Co., New York City, successor to Schumacher & Ettlinger, to Wolf Bros., San Francisco, Cal., March 15, 1923.

CAMIA:—17,492 (Tobacco World). For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Registered March 22, 1909, by The Moehle Litho. Co., Brooklyn, N. Y. Transferred to Consumers Cigar Mfg. Co., Chicago, Ill., January 3, 1912, and re-transferred to Fonseca Bros., Chicago, Ill., March 23, 1922.

LORNA DOONE, N. S. (Tobacco Journal). For cigars. Registered by Geo. S. Harris & Sons, Philadelphia, Pa. Transferred by American Litho. Co., New York City, successor to Geo. S. Harris & Sons, to Charles J. Stanley, St. Louis, Mo., April 4, 1923.

MA RIA:—25,159 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered August 7, 1901, by E. Kleiner & Co., New York City. Transferred to C. A. Mitts, Grand Rapids, Mich., April 6, 1923.

P. J. RUBEY PROPOSED REORGANIZATION

In an article published in our March 15th issue in reference to the proposed reorganization of P. J. Rubey Company, we stated erroneously that Mr. A. V. Kistner became manager of this company about a year ago. What we should have stated was that Mr. Kistner became associated with the management of this company about a year ago, but not as manager. Mr. George W. Cameron, who has been with the company for about seven years, has also been the manager for that length of time.

TRADE LOOKING FORWARD TO T. M. A. CONVENTION. HOST OF TRADE'S LEADING CONCERNS HAVE ALREADY INDICATED THEIR INTENTION TO BE REPRESENTED

Judging from the host of acceptances already received, the entire trade is looking forward with the keenest of interest to the T. M. A. Convention scheduled for May 16th and 17th, next, at the New Willard Hotel, Washington, D. C.

While it is, of course, too early to make any definite statement concerning the extent of the attendance, every indication points to the fact that the record established at the association's last convention, when over 400 of the country's leading tobacco men "rubbed elbows," will be eclipsed.

No definite program has yet been mapped out, but it is understood that the plan of "group meetings" inaugurated at the last convention will again be followed.

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Dependable service—Quality packages—to meet any requirement in the Wooden Containers for Cigars

The WOODEN package is the retainer of AROMA from Factory to Consumer

The Buckley Cigar Box Co., 24 Vine St., DESHLER, OHIO.

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Exclusive Selling Agents For
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VOLUME 43 — NO. 9

THE TOBACCO WORLD

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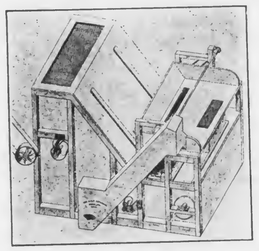

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On the market since 1902

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Baker Tobacco and Cigar Machinery Company

YORK, PENNA.

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST. PHILA., PA.

FOR MELLOW, PERFECTLY AGED CIGARS—WOODEN BOXES

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5. SATISFACTORY SELECTION: A smoker likes to see the whole length of a cigar in the box. He wants to compare the size, shape and color of the various brands and types you show him. Another point where a Wooden Cigar Box always wins the approval of the smoker.
6. NATURALNESS: Cigars are a vegetable product and belong in Wooden Cigar Boxes. Cigars from Wooden Boxes please the smoker most because the wood adds a mellowness and richness to the qualities with which the cigar has already been endowed by Nature.

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THE BEST CIGARS ARE PACKED IN WOODEN BOXES

"BEST OF THE BEST"

OPTIMO CIGARS — VERY MILD — VERY MILD

Manufactured by **A. SANTAELLA & CO.**
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It's Java Wrapped!

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THE QUALITY CIGAR SINCE 1896

Congress Cigar Co., Phila.

ABOVE ALL

BOLD

NOW
2 for 15c

The recognized standard of cigar quality and cigar value. Bold's pre-eminent popularity is due solely to incomparable and unchangeable quality.

Bobrow Brothers, Inc.
Manufacturers
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ADJUSTABLE TO COMPEL PALM ROLLING

REQUIRES A MINIMUM OF THE FOREMAN'S ATTENTION

ROLLERS PREFER TO WORK ON IT

It is a fact that, because of the many improvements embodied in this Suction Table, of two nearby factories making practically the same size Cigar at the same price, the one equipped with Liberman New Model Suction Tables experiences less difficulty in keeping its plant working to maximum capacity because of the preference of the operators for the new model over the old style suction tables

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The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

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FOR SALE—ONE COMPLETE SET NEWTON-STOAKES LETTERING PENS, with inks and complete instructions for making nifty show cards and price tickets. Absolutely new. Address Box 451, care of "The Tobacco World."

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A RED-BLOODED SALESMAN for each section of the country. Men not afraid to work and who sell with their heads rather than their feet. Must be steady workers, possessing rugged perseverence, energy and enthusiasm.

If you are that man, write us what you are, what you have been selling and for whom.

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A CAPABLE CIGAR FACTORY EXECUTIVE AGGRESSIVE with initiative and executive ability to handle large factory or factories, capable of starting chain of factories; will be open for position shortly. Address Box Z, care of "The Tobacco World."

The Tobacco World

Established 1881

VOLUME 43 MAY 1, 1923 No. 9

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

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PRICE: United States, Canada, Cuba and Philippine Islands, $2.00 a year. Foreign, $3.50.

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NATURAL BLOOM
QUALITY CIGARS

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
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HAVE YOU SEEN IT?

LUCKY STRIKE CIGARETTE

The name of this famous brand written in the sky—two words, "Lucky Strike", six and a half miles long. Two miles up, standing out against the blue, in letters a mile high.

Thousands and thousands are seeing this greatest of all posters scheduled for 130 cities this Spring. The most stupendous advertising feat of the century.

Guaranteed by
The American Tobacco Co.
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TUVAL

MADE-IN-BOND AT TAMPA

Good business sense has made it both necessary and profitable for every retailer to carry at least one brand of guaranteed Clear Havana Cigars.

The Made-in-Bond Stamp is the U. S. Government Guarantee that TUVAL cigars are manufactured entirely of imported Havana leaf.

Two generations of clear Havana cigar manufacturing by Marcelino Perez & Co., have won for TUVAL the respect and confidence of the lovers of good cigars.

Marcelino Perez & Co.

4-6 White Street, New York City

IT'S NEW

—our method of manufacturing cigar boxes—and so efficient that we are now able to supply your demands for quantities in a very short period of time.

MONROE JARRETT SONS

MANUFACTURERS OF CIGAR BOXES

S.W. COR. RANDOLPH & JEFFERSON STREETS

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La Flor de Sanchez Y Haya

THE OLD RELIABLE BRAND OF

CLEAR HAVANA CIGARS

Ignacio Haya

THE ARISTOCRAT OF

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MANUFACTURED BY

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LA MEGA

Clear Havana Cigar

MADE-IN-BOND

LA MEGA is made only in the finer grades.
More than 50 shapes and sizes to select from.
Prices and terms cheerfully furnished upon application.

V. GUERRA, DIAZ & CO.

TAMPA, FLA.

"NEW SOUTH"

"A GOOD 5c CIGAR!"

MORE than one customer has made this remark after smoking a **"NEW SOUTH"**. The demand for this Cigar with its steady duplication convinces us that the smoker appreciates the value-giving quality of this brand.

"NEW SOUTH" offers a legitimate profit to the jobber and retailer, and we still have some territory open for those "Live Wires" who want a good five-cent cigar for their trade.

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CURRY & SMITH

ORLANDO - - FLORIDA

Volume 43 Number 9

THE TOBACCO WORLD

Established 1881

A SEMI-MONTHLY

For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, MAY 1, 1923 Foreign $3.50

EDITORIAL COMMENT

EVERY clerk or proprietor knows a certain number of his customers intimately enough to make suggestions. We believe it would be a good idea to try out the matter of light and dark wrappers with the assistance of the personal equation, as an experiment.

If the clerk or proprietor knows his customer well he should have enough diplomacy to open the way for a presentation of the claims made for light and dark wrappers.

Perhaps the attention of the customer could be attracted in some such manner as the following:

"Mr. Black, the color of the wrapper has practically nothing to do with whether the cigar is mild or strong. But almost every smoker thinks differently. Now I want to make a practical test. In addition to this light wrapped cigar, I want you to buy this dark wrapped one. Smoke them both, and forget about the difference in the color of the wrappers. If you find any noticeable variation in the strength of the two cigars, I'll make good on this dark wrapped cigar which you are buying at my request."

There is a psychological condition that will be hard to overcome so that the smoker will make this trial with an open mind, but the fact remains that it is a practical test, and if it is made with an open mind an entering wedge will have been made to reduce the call for light colors.

It can also be explained to the customer that the increasing call for light wrappers is responsible for rising costs in cigar manufacturing, whereas if the smoker can be satisfied that the dark wrapped cigar is no stronger and the sale of dark wrapped cigars can be increased, the cigar industry may be able to retain prices at where they are at present.

There are so many angles to the presentation of this problem to the smoker that we feel that the manner of presentation should be left to the judgment of the clerk. But we do firmly believe, if the hypothesis is correct, that a practical test by the smoker is the quickest way to prove the point.

If the results are satisfactory, a newspaper campaign should be instituted inviting all smokers to make this test for themselves, at the same time pointing out the several qualities of the dark wrapper that are not to be found in the light wrapper.

While only a small proportion of the smokers may be converted, they might be sufficient to make an appreciable difference in the consumption of dark leaf as wrappers, instead of being sold for binders as is the case with domestic tobacco.

Like the Slogan Contest, not all suggestions will be practical, but out of a mass of suggestions something may be evolved that will be of lasting benefit to the industry.

We are not so much concerned about the approval of our suggestions, as we are with getting the industry to put a serious mind to the problem and offer constructive criticism, or other suggestions of their own.

THE time for the Tobacco Merchants' Association convention is rapidly approaching. The list of those expecting to be in attendance is growing longer and longer each day.

The industry has plenty to think about and talk about these days. This convention offers an opportunity to view the various situations from all angles. Every branch of the industry will be represented. If you have neglected to make your reservation, be sure and attend to it at once. Don't miss this convention.

THE price-cutting situation in Philadelphia seems to be clearing, and there is every indication that before long this evil, as far as Philadelphia is concerned, will be curtailed. Price-cutting does not stimulate smoking, and on the other hand it has a very detrimental effect on the entire industry, jeopardizing the prestige of old and established brands, injuring the sales in markets where the evil exists, and taking away a legitimate profit which every business man is entitled to earn. It will be good news for the industry to learn that efforts are proceeding along this line in Philadelphia.

TAMPA

Tampa Continues to Swell Uncle Sam's Income—Miss Diaz Dead—Karl Cuesta on Trip

Tampa, Fla., April 27, 1923.

THAT Tampa is one of the largest cigar producing centers in the United States, is generally known all over the country; but her potentiality as revenue producer for the support of the Federal Government is not so well known; and now that statistical data is available, it would not be amiss to bring forth the information that during the year 1922 Tampa's cigar industry alone has enriched Uncle Sam's pocketbook with the neat sum of $4,550,000 in round numbers.

Of the above sum, $3,456,693.89 was for Internal Revenue Stamps sold, and, as duties paid on tobacco importations during that year, are conservatively estimated at more than $1,100,000, it is plainly demonstrated how $4,550,000, or more, have gone from the cigar factories of Tampa, to sustain the great Federal Government in its function for the welfare of the whole people of the United States.

It takes untired effort and honesty of purpose to build up an industry of such tax contributing capability. It requires a solid reputation to sell the immense amount of cigars necessary to produce such revenue for the government. Having these facts in mind, it is easy to understand how some manufacturers of the *Simian* type in other States, attempt to profit with Tampa's well-earned reputation, misbranding their inferior cigars in every conceivable manner so as to indicate that they were manufactured in Tampa.

This abuse of the public and of common decency has call for repeated protests from the Tampa Cigar Manufacturers' Association and the Tampa Board of Trade, until the Federal Trade Commission, waking up from their slumber, has instituted proceedings against the following concerns towards compelling them to cease and desist from using the name of Tampa on their products:

The King-Ferro, Incorporated, manufacturing cigars at Greensboro, N. C., for using the word "Vantampa" on their product.

The Kraus & Co., Inc., manufacturing in Baltimore, Md., for stamping the word "Tampa" upon the boxes containing their cigars and fixing on said boxes labels bearing the word "Tampa," and paper linings bearing the words "Smoke our 10¢ Tampa," and others bearing the words "None genuine unless stamped Tampa," or other legends containing the word "Tampa" alone, or in connection with other words.

The Herman T. Weeks, doing business under the name and style of Weeks Brothers, at Pittston, Pa., buying, selling and otherwise dealing in cigars, and particularly cigars manufactured and branded by Kraus & Co., Inc., as hereinbefore described, and in connection and co-operating with respondent Kraus & Co., Inc., which causes such cigars to be transported from the State of Maryland through and into other States of the United States to the purchasers thereof, carrying said business in direct active competition with other individuals, partnerships and corporations similarly engaged, etc.

The foregoing is only a sample of the extent of the abuse made of the name Tampa, and of Tampa's reputation by the unscrupulous manufacturers of low-grade cigars that infest the country.

According to reliable information, a new cigar box factory will soon be established in Tampa by practical people, supported by ample capital to take care of any amount of business. It is said to be their purpose to employ the latest machinery and methods of workmanship, and by legitimate competition to get their share of the ever-increasing production of the cigar industry, adding to its accommodation in the present and to the box supply in the emergencies of the future.

The sad news of the unexpected death of Miss Flossie Diaz, the only daughter of Mr. and Mrs. Jose M. Diaz, in Havana, from typhoid fever, has spread a pall of sorrow over the cigar manufacturing community of this city. The Cigar Manufacturers' Association, of which Mr. Diaz is a member, has sent its condolence to the bereaved father and family, and a wreath of flowers to be placed on the tomb of the well-beloved Miss Flossie, which during her visits to Tampa had won by her grace and kindness the warmest sympathy from all her numerous acquaintances.

Max Gil, the factory manager of Gradiaz Annis & Company, says that Mr. Annis is doing wonderful work in promoting the distribution of their "Don Julian" brand through the territories he is covering in the East and Middle West States; the factory is busy, and everybody is in good humor.

The ubiquitous Mariano Alvarez, general manager of A. Santaella & Company, between his trips of inspection to their Key West branch and the arduous labor demanded from him by his large factory at Tampa, still finds an occasional chance to go to the Rockey Point golf links, and beat some of the experts at the game. Just for fun he took with him the other

(*Continued on Page 22*)

INCREASE IN CIGARS OF 45,000,000 OVER MARCH LAST YEAR

The following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of Internal Revenue collections for the month of March, 1923. (Figures for March, 1923, are subject to revision until published in the annual report.)

Products.	*March, 1922.*	*March, 1923.*
Cigars (large):		
Class A .....No.	199,090,745	215,550,898
Class B .....No.	125,900,180	124,983,172
Class C .....No.	192,458,825	222,523,613
Class D .....No.	8,406,207	9,025,053
Class E .....No.	3,306,424	2,431,955
Total	529,162,381	574,514,691
Cigars (small) .....No.	59,535,560	49,954,700
Cigarettes (large) ....No.	1,432,017	1,422,075
Cigarettes (small) ....No.	3,636,032,444	5,043,326,540
Snuff, manufactured ..lbs.	3,724,604	4,181,993
Tobacco, manufactured lbs.	34,395,743	32,269,394

NOTE: The above statement does not include tax-paid products from Porto Rico and the Philippine Islands. This information is shown in a supplemental statement.

SUPPLEMENTAL STATEMENT

Tax-paid Products from Porto Rico for the Month of March.

Products.	*March, 1922.*	*March, 1923.*
Cigars (large):		
Class A .....No.	3,569,350	8,716,650
Class B .....No.	268,050	101,400
Class C .....No.	4,423,150	2,053,780
Class D .....No.	12,300	20,025
Total	8,272,850	10,891,855
Cigars (small) .....No.	1,000,000	.....
Cigarettes (large) ....No.	50,000	30,000

Tax-paid Products from the Philippine Islands for the Month of March.

Products.	*March, 1922.*	*March, 1923.*
Cigars (large):		
Class A .....No.	8,659,840	21,684,795
Class B .....No.	200,360	237,050
Class C .....No.	34,651	207,309
Class D .....No.	110	20
Class E .....No.	.....	125
Total	8,894,961	22,129,299
Cigarettes (small) ....No.	12,710	282,740
Tobacco, manufactured lbs.	226	36

NOTE: Quantities of tax-paid products shown in above statements are indicated by stamp sales reported for the month.

HALPERN CIGAR COMPANY IN DIFFICULTY

A petition in involuntary bankruptcy has been filed in the United States District Court against the Halpern Cigar Company, 37 North Second Street. Mr. G. A. Balsley has been appointed receiver. No statement of assets and liabilities has been filed as yet.

PENN STATE EXPERIMENTING WITH CIGARS

The following is quoted from *The New York Times:*

"Seven men at the State College started today the task of smoking thirty-six cigars each as a test of quality for tobacco raised on the college tobacco experiment farms located in Lancaster and Clinton Counties.

"Each tester is supplied with a score card, where he notes the burning quality, aroma, flavor and character of ash on four sample cigars of nine different varieties. Five of the samples are cigars made from leaf tobacco grown under various fertilizer treatments and the remaining four are from stock that the college experiment station has developed through improved breeding. There is no time limit on the test, which may take several weeks to complete.

"One sample is said to contain less than half the nicotine content of the average cigar, being made from a college-developed strain through cross-breeding to cut down the nicotine percentage. The average cigar contains 3 per cent. or more nicotine, but the new variety has less than 2 per cent. College breeding experiments have evolved a 10 per cent. nicotine content tobacco, which one would hardly desire to smoke, but it will prove invaluable as an insecticide."

SOUTHERN TOBACCONISTS SAIL FOR CONFERENCE AND TRADE SHOW IN LONDON

A large party of tobacconists from Richmond, Va., sailed Tuesday, April 24th, on the Cunarder "Berengaria" to attend the annual conference of tobacconists in London and also attend the tobacco show in the Olympia, London. This exposition will run from May 12th to May 19th, inclusive.

The Richmond tobacco companies represented include the Imperial Tobacco Company of Great Britain and Ireland; Larus & Brother, and the British-American Tobacco Company.

Passengers from Richmond included Mr. L. H. Reed, Col. W. B. Ballou, Mr. P. J. Carlton, Mr. and Mrs. James J. Hickey, Mr. and Mrs. W. T. Reed, Mr. R. C. Harrison, Mr. G. L. Corbin, Mr. A. D. Bradshaw, Mr. E. M. Stokes, Mr. Leon Strause.

Mr. W. T. Clark, a tobacco merchant of Wilson, N. C., sailed with the Richmond party.

LIGHT CIGARS NOT THE MILDEST

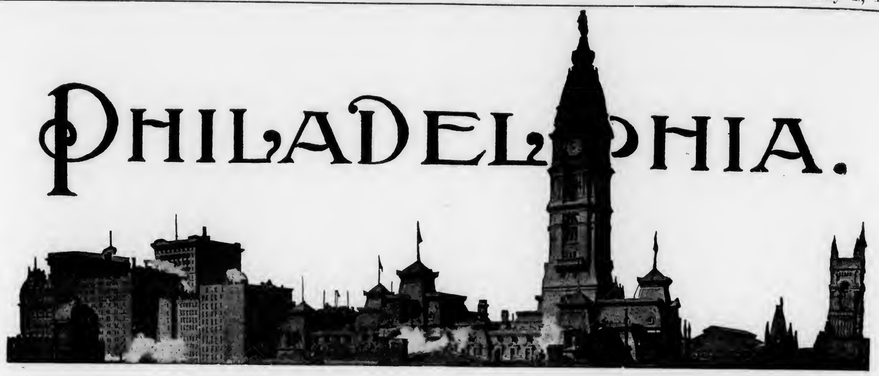
MILD, mellow and fragrant tobacco is not light-colored. How strange that the cigar smoker will stick to that wrong idea, that a light-colored cigar is a mild cigar.

Fully matured tobacco, when properly cured, will always turn a dark brown color.

So when you call for a light-colored cigar, you are getting just the reverse from what you really want.

Always remember that light tobacco is cut green, before it fully matures on the stock, and is purposely kept from taking the natural sweating and curing process, which nature intended the leaf to have—in order to bring out all the mild, mellow and fragrant aroma of real tobacco.

PHILADELPHIA.



CONGRESS NEW BUILDING FAST NEARING COMPLETION

The new factory building of the Congress Cigar Company, manufacturers of the famous "La Palina," is fast nearing completion. This splendid building is located at Third and Spruce Streets, and when completed will be absolutely the last thing in a combined factory and office building. A system will be included for humidifying the factory rooms while the cigars are in process of manufacture. It was expected that this new building would be ready for occupancy by May 1st, but this will not be possible, and it is now expected to occupy the building by the middle of May or first of June. The executive offices will be moved to this new location as soon as possible. The six plants of the Congress Cigar Company are working to capacity, producing between four and five hundred thousand cigars a day, and it will take two hundred thousand more to supply the present demand. A large advertising campaign has just been released covering all the principal cities in the United States.

Jacob Paley was in New York City last week and reports their brand doing a flourishing business in that city. Mr. Chew, the Atlantic City jobber, was a visitor last week. Also, Mr. Hull, of Hull & Armon, of Charlotte, Va.

BOBROW BROTHERS WELL SATISFIED

In spite of the depression reported among some of the smaller factories, the well-known Philadelphia manufacturers are well satisfied with their volume of business at this time, and Bobrow Brothers are no exception. They report production well above the same period last year and see no cause for "calamity bowling." Charles Bobrow is on a trip to the Pacific Coast and will call on the jobbers of their brands, along with their western salesmen, and become acquainted with all the boosters of "Topic," "Bold," "La Tosella' and "Recall" in the West.

DUSEL, GOODLOE GETS "LA PRIMADORA"

Dusel, Goodloe & Company have been designated as the exclusive representatives for the firm of Max Schwarz in the sale of their "La Primadora" products, in Atlantic City and vicinity.

The trade will be pleased to learn of this decidedly fine combination of clear Havana house and jobber.

SEARLES JOINS CORAZA CIGAR COMPANY

Warner Searle, who was with Sig C. Mayer & Company for some time, has severed his connection with that company and will boost "Marshall Field" and other brands of the Coraza Cigar Company, in New York State. Mr. Howard F. Pent, president of the Coraza Company, is well satisfied with the progress his brands are making with the trade. Mr. Pent has left for Chicago on a short business trip.

BAYUK PRODUCTS IN LARGE DEMAND

At the Bayuk Brothers plant everything is humming along and production continues to be the biggest problem. Jobbers continue to complain they can not get enough Bayuk products to supply the demand. The new building at Tenth and Bainbridge Streets will soon be ready and will be used as a stripping plant and garage exclusively.

HIPPLE BROTHERS WILL HAVE FINE SUMATRA

At the Sumatra inscription held on April 6th, in which 3,956 bales were sold to buyers from the United States, the well-known firm of Hipple Brothers & Company, 151 North Third Street, secured seventy-three bales of S. K./Deli, which they will be able to offer to the trade.

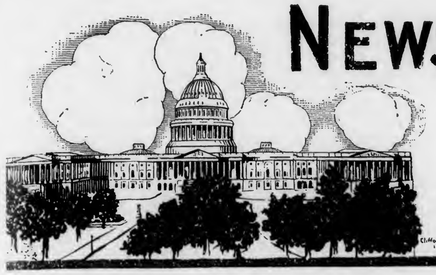
KING TUT IS COMING

He's on his way to you now! Not the mumified remains of the old Egyptian Pharaoh, but a good live business and profit producer—King Tut—the latest novelty cigarette holder, manufactured by William Demuth & Company.

It is 7 inches long, made of good quality hard rubber, artistically decorated in vari-colored Egyptian designs. King Tut is made to retail at 25 cents, and is offered in assortment 7137, one dozen on an appropriate and attractive display card, at a price which enables you to job this item profitably.

The name that is on every one's tongue, the quality and attractiveness of the article, and the popular price of 25 cents, will put a King Tut holder into the mouth of every smoker.

Alert merchants will take advantage of the prevalent popular demand for things Egyptian and will reap rich profits with the King Tut holder.



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

Washington, D. C.

THE Internal Revenue Bureau has announced the amendment of Article 27 of Regulations 47, so as to eliminate the words "A device for maintaining moist atmosphere in any receptacle used for holding tobacco products" and inserting in lieu thereof the following: "For the purpose of the tax a humidor is a portable receptable used for holding tobacco products and fitted with a device for maintaining moist atmosphere therein."

In future, it is directed, the tax upon humidors shall be based upon this definition.

Tobacco dealers throughout the East may find their express bills increased as a result of an investigation just completed by the Interstate Commerce Commission with a view to determining whether present express rates are adequate. Hearings were held by the commission in Washington during April, at which it developed that express rates in the East are lower than in any other section of the country; express rates in the Southern territory are somewhat higher, and in Western territory highest of all. The result is that express service in the East is operated at big loss; in the South it just about breaks even, and in the West there is a big profit.

Recommendations were made to the commission that new rate structures be reared to provide for equalization of express charges. It was suggested that one of three methods of accomplishing this be adopted: Providing express charges based upon mileage, providing flat rates for the entire country, based upon the present system of blocks and sub-blocks, or providing for the adoption of a scale of express rates similar to that now in force in Southern territory. All of these methods would increase rates in the East, while reducing them in the West.

Representatives of retail interests who appeared before the commission urged that steps be taken to provide better and quicker service. It was pointed out that the pick-up delivery service is not uniformly operated in all cities, and that in some cities store-door delivery and collection is given, while in others it is necessary for the customer to take his packages to the company's office. It was also pointed out that there is frequently much delay in the transportation of express matter, a condition which, the express company claims, is due to the railroad situation. After considering all phases of the matter the Interstate Commerce Commission will issue its decision embodying such changes and revisions of rates as is deemed necessary to deal with the situation.

Every effort is being made by the Government to have consumers throughout the country lay in their next winter's supply of coal during the summer. The experiences of last winter, when parts of the country were entirely without coal and nearly every section was on short rations, it is pointed out, should be sufficient warning to all consumers, both industrial and domestic. The reserve stocks of coal which are depended upon usually to carry the country over excessively bad weather, have been greatly depleted, and the energies of the mines during the coming summer will be devoted to building those reserves up again.

It is declared by men in the coal industry that the United States is again confronted with a short supply of coal which will equal if not be worse than that of last year. All the coal for the Lake region and the Northwest must move early in the summer, as well as much of the New England supply as possible, and the rest of the country also is still short of coal and the consumption during the summer months, due to the increasing business, will be very heavy.

As far as domestic fuel is concerned, users of anthracite are warned that the wage agreement between the miners and the operators of that class of coal expires on August 1, and there is every indication that it will be followed by a strike. In view of these facts, it is important that concerns using anthracite coal should stock up as heavily as possible, and it would also be wise for business men who can do so to put in their winter's supply for personal use as soon as possible.

In general, the business situation warrants the expectation of an active demand from ultimate consumers of tobacco for the next nine months, but this is relatively an unimportant factor, according to a report just made to Secretary of Agriculture Wallace by a committee appointed by him to consider the agricultural outlook and prepare a report which will provide a basis upon which readjustment to meet the economic situation may be made by producers.

(*Continued on Page 16*)

DETROIT

Charles H. Fee Passes Away—Sam Gilbert Returns From California Trip—"Tilfords" Gaining in Favor in Detroit—New La Fond Store Opens—Sky-Writing Artist Holds Attention

Detroit, Mich., April 25, 1923.

THE business situation in the Middle West continues satisfactory. People in this section are thoroughly optimistic and the consensus of opinion is that with careful planning and avoidance of dangerous inflation, the country may enjoy good business during the balance of the year.

Charles H. Fee, veteran cigar manufacturer of Detroit, died on Thursday, April 12, at Harper Hospital, following an illness of eight months. Mr. Fee, who lived at 2211 Meldrum Avenue, was 68 years old. He was born in Binghamton, N. Y., and came to Detroit in 1879. In 1883 he married Miss Susanne A. Garrett, of this city. Mr. Fee and four brothers, all of whom are now dead, organized the Banner Cigar Manufacturing Company in 1889, a concern which continued under their direction for many years. Mr. Fee also represented Stratton & Storm for many years on the road. He was also associated with the G. H. P. Cigar Company, of Philadelphia, Pa., and travelled from coast to coast in the interest of "El Producto" cigars. His family includes Mrs. Fee, two sons and a daughter: they are Harry E. Fee, Charles M. Fee and Grace Marie Fee.

E. W. Klein, of the Cortez Cigar Company, Key West, Fla., called on the Detroit retail trade here last week. "Cortez" cigars are well known to the Detroit smokers, and they enjoy a big sale here.

Samuel T. Gilbert, president of the Webster Cigar Company, has returned from a business trip to California, where he was visiting the various distributors of "Webster" cigars.

The new Book Hotel to be built on the site of the present Hotel Cadillac, Washington Boulevard and Michigan Avenue, will be twenty-eight stories high and will also be the tallest building in Detroit. The Bethlehem Fabricators, Inc., Bethlehem, Pa., have been awarded the contract for the structural steel, which calls for delivery on or before August 15.

Directors of the Scotten-Dillon Company, at a meeting April 20th, announced a cash dividend of 3 per cent., payable May 16th to stock of record May 9th.

Tom, Pete and Harry Yannaki, the enterprising confectionery and tobacco dealers of 2447 Trumball Avenue, have purchased the store located at the corner of Michigan and Trumball Avenues, opposite the ball park. These three progressive and hustling merchants have named their new store Navin Field Confectionery, and they will cater to the many thousands of fans who patronize the Cobb clan.

"Some folks think that Plug Hats are sold in tobacco shops."

H. S. Fuller, for many years manager of the Cunningham Drug Store, at 80 Adams Avenue, has accepted a position with the Brownie Stores, Incorporated. H. S. is now located at Store No. 19, 138 Michigan Avenue, as general manager of the company's most attractive and artistic store, in the downtown section of the city.

"Judge Gainey" cigars (Norman Brothers) were sold exclusively at the opening game of the season at Navin Field.

Dick Tobin, of the Falk Tobacco Company, has returned from a trip through the State in the interest of "Johnnie Walker" cigarettes and other Falk products which have a tremendous sale in the Wolverine State.

Harry Bassett, Michigan representative of Park & Tilford, is doing some very effective work on "Tilford's" through the Bert Johnson Cigar Company, local distributors of the P & K brands. All the leading dealers are lining up "Tilford's" in their cases, and reports indicate that this brand is meeting with the approval of the Detroit smokers.

Eddie Boatman, who for a number of years was in charge of the cigar department of the Cunningham Drug Store, at 80 Adams Avenue, has accepted a position with the Brownie Drug Stores Company, as manager of the cigar department, in the Michigan Avenue store.

Many local cigar men were the recipients of post cards a few days ago from one of our old associates, Al Thornburg, who was rusticating in Havana, Cuba. Al said it was some place, an' oh! how wet. He says he was thinking of the boys back home; yes he was, for he sent the post cards of a goat. Al is now manager of the cigar department at the Pennsylvania Hotel, New York City.

Maurice Robinson, of Benito Rovera, manufacturers of "La Confession" cigars, made the rounds of the city last week and signed the TOBACCO WORLD register at Bert Johnson's.

Jack Planco, of Ruy Suarez & Company, manufacturers of "Planco" Havana Segars, was in our

(*Continued on Page 19*)

Why Quality Cigars are Packed in Quality Containers— Spanish Cedar Boxes

The SPANISH CEDAR Cigar Box is preferred by manufacturers because experience has shown them it is a superior container, and means quick turnover for retailers who handle their brands.

Nature endowed SPANISH CEDAR with special properties beneficial in preserving the aroma of the leaf as well as the condition of the cigar. Furthermore, the better appearance of the CEDAR Box naturally attracts attention to the brands which it contains.

Today most smokers realize the special virtues of SPANISH CEDAR, and as a result they insist that the cigars they purchase must come from these boxes.

Leading cigar brands are packed in SPANISH CEDAR because it has proved to be the best container for the cigars and a decided asset in their sale.

Spanish Cedar Cigar Boxes Make Good Cigars Better

(*ADVERTISEMENT*)

BUSINESS BUILDING

BY A TRAINED BUSINESS MAN AND ADVERTISER

WRITTEN ESPECIALLY FOR THE TOBACCO WORLD BY A.E.P.

ALL RIGHTS RESERVED

AS I leaf over business journal after business journal I am surprised at the number of articles they contain which knock the clerk; the retail clerk. The poor fellow in every line of business is getting it, until his left ear must burn with a consuming fever.

They all point an accusing finger at him, and in a stern voice accuse him of being nothing but an "order-filler," instead of a salesman.

They complain that he does not use salesmanship qualities; that he doesn't inspire his customers to buy; that he doesn't exert a positive influence to attract customers to his store.

They say he is honest, hard-working, faithful, dependable, industrious, neat, and all that; but these are negative qualities, and they exert little if any influence on buyers.

They say the clerk wants to shake himself out of his indifference. That he should train himself to be a Force, a vivid personality, an influence.

He should realize that if a clerk will train himself to be first-class he will have many opportunities before him. He should study the art of retail selling, either in a business school evenings, or in a correspondence school. He should make it an art to study human nature, to make friends, to influence people, and he should study his goods so he is an expert on the subject.

Clerks have become disinterested because they saw little opportunities ahead, but the changing world has changed all this, and opportunity is beckoning to the clerk to improve himself, develop his mentality and walk into the lucrative and responsible positions which are anxiously awaiting him.

A word to the wise is sufficient.

An untrained man in almost any line of work is almost valueless; and the better trained the man the more valuable is he to himself and to his employer.

There is now a loud and wailing cry from all over the land because of the poor training most indoor salesmen seem to have received. People who ought to know tell us that this want of training is almost universal, and that their clerks merely hand out the goods in response to request, rather than "sell" them.

But this state of affairs is being corrected.

Training clerks to become real salesmen is proceeding apace. Universities, business schools, mail order courses and large establishments are all teaching this art. And it is an art.

The result is that in a few years the younger workers will be highly trained in their work, and the middle-aged clerks who do not awaken to the occasion will find themselves supplanted by those who have mastered the art of selling.

This page is therefore a voice crying in the wilderness to those who think they have passed the age of learning to get busy and realize that there is much to learn, and to begin learning it. It is a fascinating study and will pay you enormous dividends.

Are you located in a city? Then consider this. The number of cigar stores in a city are as the grains of sand by the seashore.

And still the number grows, and increases, and multiplies.

Let a grocer fail in his corner store, or a stationer, or hardware dealer, or haberdasher, or tin store, and shortly you will see it blossom forth, a cigar store. Not a "shop" with small and dirty windows with a dark and dingy inside, but rather as a thing of beauty—glistening plate glass windows, brave in its bright and new colors, inviting in its cheeriness.

And it does a good business. The proprietor is fat and happy and whistles softly as he works.

Is your store like his? Is it bright and beautiful and attractive and magnetic with a come-hither look in its eye? Is it?

If it isn't, you may rest assured that you are occasionally losing sales which go to the other store. If you are losing sales today you will surely lose some next week, and more the week after, and still more the following week. And so on until something drops.

As you value your business life, friend dealer, keep your store right up to the minute. Nothing is too good for it, nothing too beautiful. Take pride in it. Doll it up. Keep it smiling all day long.

Thus will you grow and prosper.

One of the largest automobile manufacturers stated recently that there would be no radical changes or improvements in automobiles the coming season.

"Will there be no improvements, then?" he was asked.

"Oh, yes," he replied. "If we didn't improve our cars we would be forced out of the market. The improvements will consist of many little refinements."

That is where his business resembles yours, friend dealer. And that is where I hope your grasp and vision matches his.

(*Continued on Page 23*)

THE Model L Universal Short Filler Bunch Machine is a saver of time and money, a guarantee of finely made, good smoking cigars. For the following ten reasons the Model L Universal is highly recommended for working short filler or large size scrap tobacco:

1. Uniform size and weight of bunches assured.
2. Short filler of unequal sizes handled efficiently.
3. Short, fluffy filler, because the tobacco is lifted from the hopper—a great improvement over the gravity method of feeding.
4. Damp or dry tobacco handled with equally good results.
5. A long, even rolling for better smoking qualities.
6. A very substantial labor saving.
7. Instant adjustment of weighing scale to meet all requirements.
8. Low cost of upkeep because not easily put out of order.
9. Straight or shaped work equally well done.
10. Makes right and left hand bunches.

The Model L Universal Short Filler Bunch Machine

Price $500

Complete With Folding Chair and ⅛ H. P. Motor

A specially designed folding chair goes with the Model L Universal Short Filler Bunch Machine. Complete satisfaction for both manufacturer and operator goes with it too.

Motor furnished to be AC 1/6 H. P., with wood base and wire connection (our Standard), 110 or 220 volt, 60 cycle, single phase; or DC 1/6 H. P. with wood base and wire connection (our Standard), 115 or 230 volt.

Motors varying from these specifications are special Motors and subject to our prevailing prices

Price F. O. B. (Ex Works) Factory, Newark, N. J., U. S. A.

Universal Tobacco Machine Co.

116 West 32nd Street, New York, U. S. A.

Factory: Newark, N. J., U. S. A.

News from Congress

(*Continued from Page 11*)

In the main, it is pointed out, since the cessation of extraordinary war conditions, the demand for leaf tobacco has been comparatively inelastic. Conditions of production and supply control the situation mainly, and there is nothing in the probable demand sufficient to offset a contemplated increase of 10 per cent. in plant acreage; particularly when it is considered that the 1922 acreage was above normal and that the trend of prices since 1920 has, on the whole, been downward.

It is pointed out by the committee that the figures of intended planting raise serious questions. The intended planting for 1923 exceeds the acreage of 1922 by 10 per cent., according to reports secured by the committee, and exceed the average acreage for 1918-22 by nearly 9 per cent., and the average acreage for 1909-13 by 55 per cent.

Approximately a million pounds of tobacco are being exported from the United States each day, according to a survey of the industry which has just been completed by the Bureau of Foreign and Domestic Commerce. An analysis of the export figures for the month of February, which, it must be remembered, was a short month, showed that more than 27,000,000 pounds of tobacco, valued at between $10,000,000 and $11,000,000, were exported. American tobacco is now going to practically every corner of the world, Australia and England being the most important markets.

Following is a summary of our tobacco exports for the month of February:

Leaf Tobacco

	Pounds.	*Value.*
Bright flue-cured	11,844,158	$5,870,317
Burley	409,507	108,366
Dark-fired Kentucky and Tennessee	5,137,005	1,166,653
Dark Virginia	2,804,903	971,485
Maryland and Ohio export	1,851,390	186,936
Green River (Pryor)	2,443,026	776,690

Smoking Tobacco

	Pounds.	*Value.*
Cigar leaf	3,307	$2,094
Other leaf tobacco	1,484,825	453,897
Stems, trimmings and scrap tobacco	1,240,107	221,725

Manufactures of Tobacco

	M	*Value.*
Cigarettes	761,695	$1,469,614
	Pounds.	*Value.*
Smoking tobacco	65,929	$50,979

The present prosperity will continue unabated, and there is no probability of a slump similar to that which occurred two years ago, according to Secretary of the Treasury Mellon. Mr. Mellon has been receiving numerous inquiries from various sections of the country regarding the present boom with a view to securing his opinion as to the probable results of the steady rise in wages and prices.

It is the belief of the Secretary that there is no indication of any repetition of the 1920-21 slump, and that there is so far no serious inflation. It is pointed out that there is a natural limit to business expansion, which will be reached when there is no more labor to be had and the railroads can not ship any additional goods. It is pointed out also that prices are not rising as rapidly as they did just before the 1920 slump, which is declared to be a very good indication of continued prosperity, and, so far, there has been no pyramiding or duplication of contracts for manufactured articles.

While employment and wages in the cigar and cigarette plants showed an increase in March, as compared with February, reports from establishments manufacturing chewing and smoking tobacco showed decreases in both those items, according to figures which have just been made public by the Bureau of Labor Statistics. Reports from 133 cigar and cigarette manufacturing establishments showed an increase of 1.8 per cent. in the number of persons employed, was accompanied by an increase of 4.4 per cent. in the payroll, 32,456 persons receiving $585,674 for one week in March, as compared with 31,879 persons receiving $561,257 for a corresponding period in February.

Reports from 34 manufacturers of chewing and smoking tobacco showed a decrease of 6.9 per cent. in the number of persons employed, and a reduction of 4.1 per cent. in the weekly payroll, 3,590 persons receiving $53,348 for one week in March as compared with 3,858 persons receiving $55,621 for one week in the preceding month. The per capita earnings of the employees in both branches of the industry were greater than in February, those in the chewing and smoking tobacco establishments showing an increase of 3.1 per cent., and those in the cigar and cigarette plants showing an increase of 2.4 per cent.

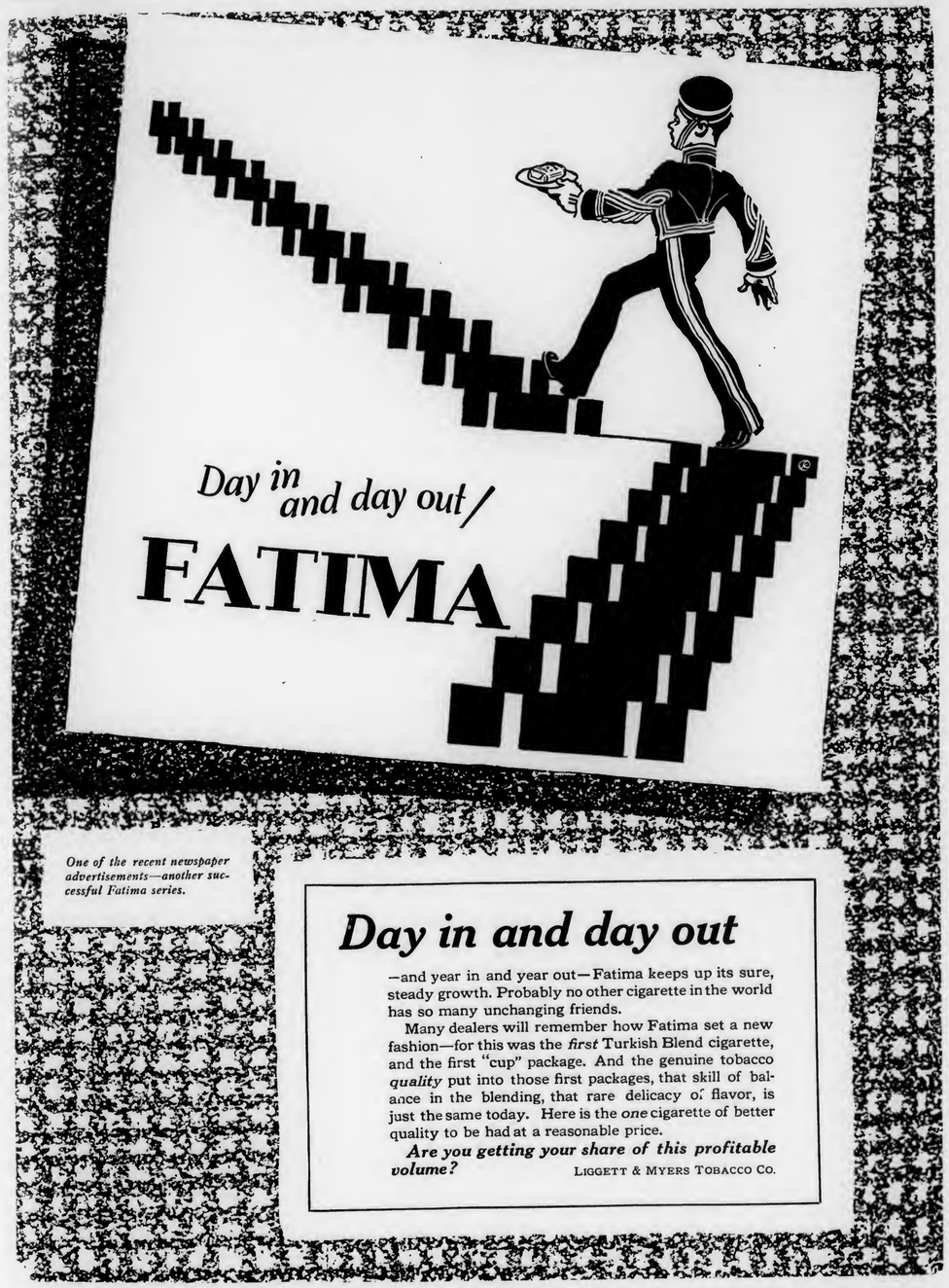
Reports from 31 manufacturers of chewing and smoking tobacco show 58 per cent. of the plants to be operating on full time, 39 per cent. on part time, and 3 per cent. to be idle, while reports from 97 cigar and cigarette manufacturers show 74 per cent. of the plants working on full time, and 26 per cent. on part time.

DICTATED BUT NOT READ!

The bulletin of the Rochester Credit Men's Association says that one of the leading credit executives of that city, "who sends out his letters 'Dictated but not read,' dictated the following paragraph to his stenographer: 'You can use your own judgment in extending credit to Mr. Blank. With us, the sky is the limit.'

"The man who received the letter found the paragraph read thus: 'You can use your own judgment in extending credit to Mr. Blank. With us, the guy is the limit.'

"Credit men, watch your letters and read before sending out."—*Credit Monthly.*



One of the recent newspaper advertisements—another successful Fatima series.

Day in and day out

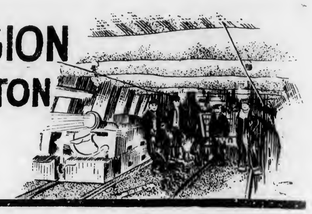
—and year in and year out—Fatima keeps up its sure, steady growth. Probably no other cigarette in the world has so many unchanging friends.

Many dealers will remember how Fatima set a new fashion—for this was the *first* Turkish Blend cigarette, and the first "cup" package. And the genuine tobacco *quality* put into those first packages, that skill of balance in the blending, that rare delicacy of flavor, is just the same today. Here is the *one* cigarette of better quality to be had at a reasonable price.

Are you getting your share of this profitable volume?

LIGGETT & MYERS TOBACCO CO.

THE ANTHRACITE REGION
WILKES-BARRE SCRANTON
HAZELTON



Wilkes-Barre, Pa., April 26, 1923.

WHEN people talk of, or mention, northeastern Pennsylvania, in an instant their thoughts are of coal and the coal mining industry, which is natural, for this section of our fair State is the largest producing region of anthracite coal in the world, and which makes up a great part of the industrial activity of a large territory, and of which the natives therein are justly proud. However, it is this industry that first comes to mind when speaking of the northeastern cities of Pennsylvania, especially Wilkes-Barre, Luzerne County, the heart of the activity of the coal operations. However, my story is not one of coal mining. But we have other large and varied industries as well, and one among them is the Penn Tobacco Company, Wilkes-Barre, Pa. Back in 1900, this company was organized by local men and local capital, with limited capital but stout hearts, and a will to succeed, with a promising market for their merchandise and a competition that offered plenty of fight. These men found in their efforts many and varied difficulties to master and overcome after starting their small factory in Oxford Street, Wilkes-Barre, with a single cutting machine and small business fought desperately for a foothold in the industry. However, after bitter fighting to attain their place in the sun, were making slow progress, and in the end they offered their business and good-will to a large competitor for a small amount, but the competitor refused the offer. The rejecting of the offer to sell put a keener edge on the gentlemen who were at the head of the Penn Tobacco Company and inspired them to put forth every effort possible with their backs to the wall, and from that day on the Penn Tobacco Company has progressed by leaps and bounds, and today stands as the third largest independent tobacco company in the country and the largest industry of its kind in Pennsylvania; and from its small beginning it produces today approximately three million pounds of manufactured tobacco each year, and stands very high in the tobacco industry of the nation, with a capitalization of $2,000,000. This plant manufactured stripped tobacco from the beginning, and their efforts in this particular kind of tobacco product was undoubtedly occasioned by the fact of their being located in a section of the country where this form of tobacco enjoys a larger sale than any other.

Their successful labels are "Penn's Stripped," "Sterling Stripped," "Penn's Long Cut" and "Penco," a long cut that enjoys a nice sale in the soft coal regions of western Pennsylvania.

Under the capable management of the present officers of the company, the Penn Tobacco Company is reaching out into other lines in the tobacco trade, and have launched into the cigarette business and locally offered for the public's opinion this month their new product, "O. K." cigarettes, opening up the local territory with a big advertising campaign.

This cigarette, a blended cigarette, packed 20 in a foil, to retail at 15 cents, in a very attractive package of blue and orange, with an advertising slogan of—"Proved by test, 19 to 1." They have given their new product every advantage of modern advertising, and your correspondent in his talks to dealers and from his observation, leaves him to believe that with the consuming public the product is all that its name implies—O. K.—and is acclaimed by many an instant success.

Mr. Frank Winslow, "Muriel" cigars (P. Lorillard Company), was a recent visitor to the coal field section in the interest of his brand, which is distributed by the Star Tobacco Company, Wilkes-Barre. Frank was looking fat and fine, and smiling, as usual, so it's no need to ask him how his business is—but good, he says.

Mr. William (Bill) Bushell was a recent visitor to Wilkes-Barre in the interest of his brand "Dela Casa," distributed by Alexander Wills Company, Wilkes-Barre.

Mr. Rosenkrantz, of "Marie Antoinette" fame (Kleiner Cigar Company), New York, paid the Wilkes-Barre section a visit this month.

Mr. Ollie Davis, formerly with the American Tobacco Company, is now the local representative of the Tobacco Products Company, and his song is "Smoke the best"—"Herbert Tarrytons." Mr. Thomas Allie, Philadelphia representative for Tobacco Products Company was also a visitor to Wilkes-Barre this week, selling "Johnnie Walker" cigarettes.

The many friends of William (Billy) Ziegler, Wilkes-Barre, will regret to learn of his illness, he having been confined to his bed for the past three weeks with inflammatory rheumatism. However, he is improving, and hopes are that he will soon grace his store with his friendly, smiling and "Thank you."

Mr. Bernie Cohen, who for a number of years has conducted the Arcade Pool Parlors, in South Main Street, has opened the new Arcade Recreation Parlors, at 69 South Main Street, Wilkes-Barre, and, to say the least, it is the finest establishment of its kind in eastern Pennsylvania outside of Philadelphia, and his many friends wish him lots of good luck in his new place. When in Wilkes-Barre drop in to see him. With Bernie the latchstring is always hanging out to his friends. "Walk in and make yourself at home," is his slogan.

Many cigar, cigarette and tobacco men who come to Wilkes-Barre know Billy Rooney, who formerly conducted a restaurant in the heart of the wholesale tobacco district of our city, may have missed him from his old location on Pennsylvania Avenue, which, however, is still a restaurant. But Billy is now running

(*Continued on Page 20*)

Detroit News

(*Continued on Page 12*)

midst for a few days last week, making the rounds of the trade with Ralph Damon, factory representative in the State of Michigan. "Planco" segars have a wide distribution in our city and are distributed by the Worth Cigar Company, who report the brand to be in a very healthy condition and rapidly increasing in sales.

M. A. La Fond & Company have opened a new store at 1452 Woodward Avenue, where they will make a specialty of handling all the local and popular brands of cigars, tobaccos and cigarettes. This store will be under the management of Russel Voligny, an expert in this line.

P. C. Payette, of the Woodhouse Company, Grand Rapids, Mich., was a recent visitor to Detroit.

Bernard Schwartz, of the Bernard Schwartz Cigar Corporation, manufacturers of "R. G. Dun" cigars, has returned from a business trip to New York City.

J. B. Annis, of Gradiaz, Annis & Company, manufacturers of "Don Julian" cigars, was on the list of visitors here last week. The Harry W. Watson Company are the local distributors of "Don Julian" cigars, which have a wide distribution and are enjoying a big repeat business.

"Blue Boar" cigarettes (American Tobacco Company), retailing at 20 for 25 cents, have appeared on the Detroit market.

Half a million or so of Detroiters have had stiff necks for the past ten days, due to their gazing heavenward at Captain Derek Shepperson, the Sky Writing artist. The captain uses his pet airplane as his pen and the blue sky for his writing pad, ten thousand feet above our city, on which he writes in smoke letters one mile high, "Lucky Strike," which are visible within a radius of 150 miles of Detroit. The writing fluid Captan Shepperson uses is white smoke formed by a combination of chemicals which generate 250,000 cubic feet of smoke per second. Nearly 8,000,000 cubic feet of the white gas is used to form each letter, which he dashes off as he darts through the air at 125 miles per hour.

John T. Woodhouse, of John T. Woodhouse & Company, is on a business and pleasure trip to New York and Atlantic City.

A. Kleiner, of A. S. Valentino & Son, Incorporated, Grand Rapids, Mich., was a recent visitor to Detroit and signed the TOBACCO WORLD register at Bert Johnson's emporium.

Reed Esterbrook, of Esterbrook & Eaton, Boston, Mass., called on the Detroit clubs and leading retailers this week, and reported a very satisfactory business.

William McDonald, of F. Garcia & Brother, Tampa, Fla., was on the list of out-of-town visitors who signed the TOBACCO WORLD register at Bert Johnson's this week.

Norman E. Rollins, representing Cuesta Rey & Company, Tampa, Fla., is making the rounds of Detroit, doing specialty work on "Cuesta Rey" clear Havana cigars. Norman is working with the various salesmen of J. L. Marcero & Company, who are the Michigan distributors of Cuesta Rey & Company's line, which is a well-known brand to Detroit smokers.

(*Continued on Page 22*)

WHERE DOES IT GO?

Last year over twenty-five million pounds of TOBACCO—think of it

25,000,000 lbs.

were shipped to this country from Porto Rico. This, of course, has been absorbed by manufacturers of cigars.

WHY DO THEY USE PORTO RICAN?

Because they have found out by experience that the average American smoker wants a Cigar that is mild but at the same time possesses aroma.

This satisfying Cigar has been produced by either using Porto Rican exclusively or by blending it with other Tobacco, as a filler.

THE GOVERNMENT GUARANTEES

now the source of all Tobacco—either in the leaf, scraps, or in Cigars shipped from Porto Rico.

This is done by means of Stamps affixed to every barrel or bale of tobacco and to all boxes of cigars or "little cigars."

HOW TO TELL

CIGARS:

WHITE—Manufactured in P. R. with Tobacco produced in P. R.

BLUE—Manufactured in P. R. with Porto Rican and other Tobacco.

PINK—Manufactured in P. R. with Tobacco not a product of P. R.

TOBACCO:

WHITE—Genuine Porto Rican growth.

BLUE—Mixture of Tobacco grown in P. R. and other countries.

PINK—Tobacco of foreign growth.

For information write or call

GOVERNMENT OF PORTO RICO

Tobacco Guarantee Agency

W. L. Dannahower, Agent

126 Maiden Lane New York City

Telephone John 1379

Get the Utmost in SALES and ADVERTISING Values from your Cigar Containers by Packing Your Brands Exclusively in Wooden Cigar Boxes.

We Manufacture Quality Cigar Boxes and render prompt Service.

WILLIAM N. LESCHEY
HANOVER PENNA.

SAN FELICE
FOR GENTLEMEN OF GOOD TASTE

The Nation's Choice
For a Quarter of
a Century

Two For 15 Cents

The Deisel-Wemmer Co.
MAKERS
Lima ∴ Ohio

P. R.-AMERICAN INJUNCTION IS DROPPED

The temporary injunction granted against the reorganization of the Porto Rico-American Tobacco Company, whereby it was charged the Tobacco Products Corporation would gain control of the company through the new issue of stock, was "thrown out of court" last week by Vice-Chancellor Church in Newark, N. J., when a permanent injunction was sought. The temporary injunction was obtained by Philip Graussman, a minority stockholder of New York City. It is expected the original plans will now be carried through to a speedy completion.

CIGAR MANUFACTURING COSTS

A great many inquiries have come to this office requesting information in regard to systems for determining cigar manufacturing costs.

The National Association of Cost Accountants has just issued a pamphlet covering a method of determining cigar manufacturing costs and it is now obtainable for the sum of seventy-five cents from the secretary of that organization. He should be addressed at 130 West Forty-second Street, New York.

This booklet has been prepared by A. H. Berman, of the Consolidated Cigar Corporation. While the method set forth contemplates a large organization, it will be highly interesting to the smaller manufacturer as setting forth the great variety of items that enter into an exact determination of cigar manufacturing costs.

THE ANTHRACITE REGION

(*Continued from Page 18*)

the Clover Restaurant, in West Market Street. Well, you remember the good things he had on the list at the old stand. So, when in Wilkes-Barre again just drop into the "Clover," if hungry, and get the best meal for the least money in northeastern Pennsylvania, and when paying the small fee for his good and bountiful meal have a look at the fine line of cigars with which to please your smoke appetite.

The Sperling Tobacco Company, Wilkes-Barre, and Imperial Cigar Company, Scranton, distributors of the "Adlon" and "Mozart," and Consolidated Cigar Company's line in northeastern Pennsylvania, have had a big campaign on for the last three weeks, introducing "Harvester" cigars throughout the territory. In conjunction with their work in placing this cigar, many pretty window displays were made and much newspaper space used.

Mr. A. Myers is still handing out good cigars at his old stand in the Hotel Sterling, Wilkes-Barre, and is as popular as ever with the traveling public, for they know that Abe knows good cigars, and sells them—lots of them. He says his greatest difficulty is getting enough of his "Hotel Sterling Specials," which is his label, and a good one.

Business conditions in the coal field, while they are not normal, are, on the other hand, not bad. However, the sections embracing the hard coal fields have not fully recovered from the six months' period of the coal strike. Business is improving and will continue to do so from now on.

BLACK DIAMOND.

BAYUK BROTHERS' EARNINGS FOR FIRST QUARTER

According to Bayuk Brothers' report for the first quarter of 1923, net earnings were $251,212, after allowing for all expenses including Federal taxes, as compared with $256,425 in the first quarter of 1922. Surplus, after deducting dividend requirements for the first quarter of 1923, was $211,747.

FRENCH TOBACCO MONOPOLY NOT TO BE GIVEN UP

It is now reported that the French Government monopoly of the tobacco industry in France will not be allowed to become the property of any private enterprise. It is proposed, however, to make some changes in the present system of control to meet the demand for better conditions.

FIRE IN LONDON TOBACCO WAREHOUSE

A disastrous fire of mysterious origin burned a large amount of stock in a government bonded warehouse in London, Eng., during the week of April 15th. The stock in the warehouse was owned by the Imperial Tobacco Company and the British-American Tobacco Company. Approximately $5,000,000 worth of tobacco was destroyed.

GENERAL CIGAR COMPANY INCREASES PRICES

Owing to the increasing cost of raw materials, The General Cigar Company has announced that effective with all shipments leaving their factories on and after April 23d, the prices on "White Owls" will be $60 in one-twentieths and $62 in packages of ten. "Little Bobbies" in one-twentieths will be $59. This increase has been under consideration for some time, as it was felt that the increase in raw materials would force this action in the very near future.

Members of the industry are cordially invited when in Philadelphia to make the offices of

The Tobacco World

their headquarters, and to make use of our services in any and all ways. For conferences a private office will be placed at their disposal, if desired. Remember the address, 236 Chestnut Street, Philadelphia, Pa.

Telephone, Lombard 1768

SHEIP
&
VANDEGRIFT
INCORPORATED
NELSON M. VANDEGRIFT, President
CIGAR BOXES
QUALITY AND SERVICE
812-832 N. Lawrence St. Philadelphia, Pa.

MARSHALL FIELD
Java Wrapped

6 Popular Sizes
PIONEER ..... 10c L. CORONA 15c
FIELD ..... 2 for 25c MARSHALL 15c
BANKER (two in foil) 2 for 25c STANDARD . 3 for 50c
HOWARD F. PENT, President
CORAZA CIGAR CO.
7th & Cherry Streets Philadelphia, Pa.

You give Your Customer the Best Value in

UNION LEADER
REDI CUT
TOBACCO

The 10¢ Tin

Why Pay More?

BIGGEST AND BEST TOBACCO VALUE

MADE BY P. Lorillard Co.
Established 1760

Cigar Manufacturers Association of Tampa

IDENTIFICATION STAMP
This stamp on each box protects the trade
Demand it on your goods

"TAMPA" CIGARS CREATED A SENSATION DURING 1922

First: Our manufacturers were determined that the smokers of America should have the finest cigars they had ever smoked.....
Second: The smokers showed their appreciation by asking for "TAMPA" cigars and *insisting on the identification stamp*.....
Third: More "TAMPA" cigars were produced and shipped in 1922 than ever before in our history .....

SMOKERS WANT "TAMPA" CIGARS

The "identification stamp" is a positive guarantee of "Tampa" quality and "Tampa" workmanship.

Tampa Items

(*Continued from Page 8*)

day his friend, Jose Arango, of Jose Arango & Company for a demonstration, with the result that all the fun was for Mariano; for as Mr. Arango is a neophyte, he could see no fun in having all his joints aching the following day.

Manuel Garcia, resident partner of Perfecto Garcia & Brothers, is expected next Sunday from Cuba, where he was detained for three weeks attending to his "escojidas" and packing of new crop tobacco. He is one of the most exacting buyers and packers of leaf tobacco, and in consequence, the demand for "La Flor de Perfecto Garcia & Brothers" is always on the increase, to the extent of forcing an extension of the factory building.

Karl Cuesta, of Tampa and Havana, has left for an extended trip throughout the United States and Continental Europe, accompanied by his charming wife. Karl is becoming a globe trotter, an inheritance from his father, who, however, is now quietly at his office, dividing the burden of attention to the business of Cuesta Rey & Company, with his son Angel, and incidentally subscribing a chunk of $10,000 to the erection of the Academy of the Holy Names; the great educational institution for girls that will soon erect a building on the Bay Shore Boulevard, at a cost of more than $1,500,000. Mr. Cuesta is one of our most philanthropic citizens, and the cigar industry is proud of him and his achievements.

Gonzalez Y Mendez are receiving encouraging news for their clear Havana line from their veteran representative, Ed. Wodiska. Their brands "Dulce" and "LaValiere" are getting in favor day by day, and the future outlook is bright for this firm.

Ben Cosio is again at his post, having recovered from his recent indisposition. He reports the business of the Consolidated Cigar Corporation in fine shape and plenty of orders ahead.

The mammoth building and grounds of E. Regensburg & Sons, in Ybor City, are being enclosed within an iron fence to protect the property from intruders. Some people believe the costly fence is necessary to prevent the assault of marauders attracted by the aroma of the materials employed in the making of the famous "American" and "Admiration" cigars.

There is no let-up of building in and around Tampa. The city is spreading in every direction, and there is already talk of transforming the County of Hillsborough into the County of Tampa, under one city government. The way we are growing, everything is possible.

VERITAS.

The ever welcome "Mannie" Perez, of the firm of Marcelino Perez & Company, manufacturers of "Tuval," "Redencion" and "Count Pontchartrain" clear Havana cigars, paid us a visit last week and opened a new account with the Peermont Cigar Company.

Samuel Gates, of the Webster Cigar Company, Detroit, Mich., was a visitor last week.

Detroit News

(*Continued from Page 19*)

The Peninsular Cigar Company, distributors of the Mazer Cigar Company's products, held an impromptu parade on Saturday last. Twenty odd automobiles bearing "El Javana" cigar signs, were paraded through the main sections of our city. The honking of the horns attracted the attention of thousands of pedestrians as the "El Javana" parade passed the City Hall.

Joe Schwartz, of Cleveland, Ohio, has been in our midst for the past ten days, working with the sales staff of John T. Woodhouse & Company.

M. H. Lambert (Bowring & Company) called on the trade here last week, showing his line of tobaccos, cigars and novelties.

James H. Keogh, who was formerly associated with Antonio Roig & Langsdorf, manufacturers of "Girard" cigars, has joined the Mi Lola Cigar Company, and will in the future promote the sales of "Mi Lola" cigars in the State of Michigan.

Tom Powell, western representative of the Webster Cigar Company, who has been sojourning at the home office for the past two weeks, has returned to Kansas City, at which place he maintains his headquarters.

George Meigs, of A. Amo & Company, has returned to Detroit from a trip of several weeks to the factory and office at Tampa, Fla.

Donald F. McVey, of "Ramesis" fame, is back in our midst again and is doing some very fine work on his brand, which has shown a big increase in sale since he has been on the job. In every high-class store one will find "Ramesis" cigarettes well displayed in a prominent location.

The Watkins Cigar Stores Company's new store in the Majestic Building is now operating in full swing, the decorators finished their job last week, and the official opening was staged on Saturday, April 21st. Many beautiful floral pieces were sent by the various manufacturers, jobbers and well-wishers of Mr. Watkins, upon the opening of the finest and most up-to-date cigar store in the Middle West.

News for the TOBACCO WORLD can be mailed or 'phoned to "Mike of Detroit," at 2311 Russell Street; 'phone, Cadillac 4370. So let's hear from you on the newsy items.

Yours truly,

Mike of Detroit

LEAF HOLDINGS ON THE INCREASE

Washington, D. C.

According to statistics issued by the Bureau of Census, leaf tobacco on hand in warehouses of dealers and manufacturers on April 1st totaled 1,846,555,045 pounds, as compared with 1,491,300,988 on January 1st this year, and 1,784,550,762 on April 1st last year.

Export types, and chewing and smoking tobacco and snuff, totaled 1,327,731,051 on April 1, 1923; 1,068,041,784 on January 1, 1923; and 1,303,255,393 on April 1st last year. Cigar types totaled 441,590,228 on April 1, 1923, and 401,632,676 on April 1, 1922. Imported types on hand April 1, 1923, were 77,233,766 and 79,662,693 on April 1, 1922.

RELIABLE FIRMS OF

YORK, PENNA.

Just a little BETTER than necessary, will bring best results.

Most folks are satisfied with a passing mark.

Just a passing mark. never made LEADERS of any one.

H. G. BLASSER & CO.
PACKERS AND DEALERS
Leaf Tobacco
FANCY FLORIDA and GEORGIA WRAPPERS
Stripped and Booked Pennsylvania and Ohio Tobaccos
Samples and quotations cheerfully submitted

C. S. GABLE
CIGAR MANUFACTURER
Main Factory and Office, Queen and York Sts.
Branch Factories: Strinestown, Pa.; Jacobus, Pa.
Maker of "FORUM" Mild Havana Cigar, "DOUGLAS FAIRBANKS," "CERTIFIED CHECK" and "HAMILTON FISH"

Robert Schubert Co.
124 MAIDEN LANE, NEW YORK
SUMATRA and HAVANA
York Office, Queen and York Streets

C. H. Plitt Cigar Co.
MAKERS OF
"Casilda" Cigar," 10c and up
"20th Century," 8c "New Century," 8c
CIGARS OF QUALITY

York, Pa., April 30, 1923.

THE people of York received quite a jolt last Tuesday morning when the news was passed around that the City Bank had closed its doors, by order of State Bank Examiner Ferguson.

This bank was considered one of the strong banks of York, and naturally everybody was "up in the air" about it. The number of its depositors was well up into the ten thousand, and the excitement caused can well be imagined.

This failure is another one of misplaced confidence, too much faith, to hear from the comments passed about the cashier and his worthy assistant, one may believe that our county jail is about the safest place for them until the smoke blows away and the thing cools off.

The old-time Jesse James gang were "pikers" compared to this pair. In some of their statements, in explaining how they took the "kale" we wonder why they left the safe and desks.

When they acknowledged that they sometimes took as much as $100,000 at one time, we will have to hand it to them. There was nothing small about them, to say the least. Well, when York does anything, she surely does it right.

No doubt these gentlemen will have a long time to figure out just what they have gained, and when they think of their own innocent families that will have to bear the brunt of their misdeeds, the cup of bitter remorse will surely be full to overflowing.

How strange that men will continue to delude themselves with the idea, that they can play a crooked game in life, and get by with it. It cannot be done. Always remember that "What we sow is sure to grow, though the harvest may be slow."

E. B. Stoner, tobacco manufacturer of Hallam, who has been missing since last October, has been heard from. He is now in Los Angeles, Cal., where he has filed a voluntary petition in bankruptcy. Liabilities, $111,000, with assets about $88,000.

Many of our cigar manufacturers still complain about shortage of orders and poor collections.

B. M. Hannigan (East Prospect Cigar Company) and W. L. Toomey were visiting the Hartford tobacco

(*continued on Page 22 B*)

York County Items

(continued on Page 22 a)

market, and while there Mr. Hannigan was taken severely ill with a heavy cold and was obliged to remain in bed for several days.

A. E. Wallick is making a trip of several weeks' duration, calling on his trade in the southwestern States.

JAY BEE.

POCAHONTAS CONTROVERSY

Answering the recent statement in the press made by J. B. Scheeper, of Seattle, that the grave of Pocahontas or Matoaka is in the vault of St. Anne's Episcopal Church, at St. Anne's Avenue and One Hundred and Fortieth Street, F. A. de Pilis, vice-president of the Patterson Brothers Tobacco Corporation and former owner of the plantation in Virginia where Matoaka's husband, Thomas Rolfe, planted the first tobacco, says the assertion of Mr. Scheeper is without foundation of fact.

"Pocahontas, or correctly Matoaka, daughter of King Powhatan, died in England," said Mr. de Pilis. "She was buried in the churchyard at Gravesend, and to my knowledge her body has never been returned. There is at present a movement on foot, headed by Edward Page Gaston, to bring the body back to the native soil of Matoaka, and Mr. Gaston has obtained the consent of the English authorities to open such graves as may be necessary to locate the lost princess.

"There is no record in the Church of St. Anne, here, that the remains were ever removed from their original resting place, except after a fire which destroyed a portion of the church in Gravesend. Historical facts must be based on written records, not on suppositions. It is on my knowledge of the history of Matoaka that I base the statement that the remains have never been returned to this country. Records of graves are often lost, as in the case of Oliver Cromwell and Louis XVI and Marie Antoinette. Fires and revolutions, wars and other unusual factors often obliterate grave markings. There is doubt in France today as to where the graves of Louis XVI and Marie Antoinette are actually located, but tourists are shown a crypt at the church in St. Denis and they go away convinced that they have seen the last resting place of these monarchs.

"I have no doubt that Mr. Scheeper is sincere in his statement, but caretakers and sextons of churches are usually not so accurate as they might be when it comes to giving authentic information. Had the body of Matoaka been brought to America there would have been a record of it somewhere, and there is no record.

"The story told by Captain John Smith concerning his rescue of Pocahontas, or Matoaka, was a myth, and was admitted to be false by Smith when he returned to England. Captain John Smith was an officer in the Austrian army. He went to England and received a commission as admiral in the navy. Then came the Jamestown episode, which was told by Smith and later repudiated.

WAGES CHECK CIGAR OUTPUT IN DETROIT

Manufacturers Concerned Over Rising Costs of Labor and Materials—Motor Industry Attracts Workers

Detroit.—Expansion of the cigar industry in this city has been almost completely checked by high wages in the automobile and related industries. Detroit seems destined to lose her rank as third among the cities of the country in cigar production.

More general employment of women in shops since the war, and prevalence of light labor industries in Detroit has also tended constantly to reduce available supply for cigar manufacturing. The shortage is estimated at from 2000 to 5000. Concerns which would have expanded have opened plants elsewhere. One company has five factories in other cities that would have been located in Detroit but for the growing labor shortage. Manufacturers of higher-priced brands, however, pay higher wages and report less difficulty in recruiting workers.

One manufacturer is establishing a school for cigar makers. Cost of training a new worker is estimated at $100 to $150.

Only a small fraction of Detroit's cigar output is union-made. There have been no strikes of consequence in the past six or seven years.

Production of cigars in the First Michigan District in 1922 was 261,156,833, an increase of 6.1 per cent. over 1921, when output was 246,129,472 cigars, and a decline of 4,159,473 from the 1920 record production. Of total output of cigars for this district, Detroit last year produced 82 per cent., or 212,317,185. The First Michigan District ranked sixth in 1921.

Most manufacturers are oversold and are operating at capacity. The industry expects 1923 to be its best year. Improvement thus far over last year is estimated at around 15 per cent. Concern, however, is felt over increased raw material and labor costs, and the price-cutting tendency among retailers, which has reduced margin of profit to a minimum. Further increases in raw material costs will make price advances inevitable, a leading manufacturer says.—*Wall Street Journal.*

THE CIGAR MANUFACTURER'S PROBLEMS

One of the chief features of the coming T. M. A. convention will be a group meeting of cigar manufacturers, including cigar leaf and other interested concerns, for the purpose of discussing and dealing with the vital questions affecting the cigar business.

It is unnecessary to state that the problems confronting the cigar branch of our industry are nation-wide and trade-wide, and can only be effectively dealt with by co-operative efforts.

The T. M. A. is thus endeavoring to bring together the leading factors in the cigar industry for the purpose of interchanging thoughts and acting collectively, and, we are sure, in a spirit of mutual helpfulness on the problems that are of common interest.

The T. M. A., too, with its elaborate organization and its well equipped institution, will hold itself in readiness to execute and carry out any line of activities that may be agreed upon in the best interest of the trade to the full limit of its resources.

But with the opportunities and facilities thus provided by the T. M. A., it still remains for the members of the trade to avail themselves of the same if we are to be helpful in improving the existing conditions in the cigar industry.

Business Building

(continued from Page 14)

He is well aware, just as you are well aware, that there must be continual improvement, or the jinx will get him. The automobile is now so well developed that no radical improvement is possible—and yet it must improve.

What is he to do?

Why, he will go over his machine with a microscope and searchlight, and wherever he sees a little part or detail which is not absolutely perfect he will "refine" it. He will take it out and study it, perhaps an hour or more. He will think out how it can be perfected, and then he will perfect it to the highest possible point.

And that is just exactly what you intend to do. Every day, through the whole year, you will spend an hour or so, with microscope and searchlight, examining the different features of your business, and wherever you find a detail that is not absolutely perfect you will carefully think it over. You will devise how it can be perfected, and you will perfect it, b'gee. And thus will your business grow and expand.

What, do you suppose, is the most valuable attribute a woman can possess? Now, please don't yell that it is beauty, for you would be wrong.

It is Charm. A woman with Charm never lacks admirers, even though she has a snub nose and a mole on her chin. Charm attracts women as honey attracts bees, and while a beautiful woman may be a wall flower, a charming woman never is.

What do you suppose is the most valuable attribute of a cigar dealer, or cigar clerk?

Why, it is Personality. Yes, Personality attracts men as a candle attracts moths. A minister or lecturer with Personality will fill his church. A politician with Personality will be carried into office on the wings of a million ballots. A lawyer with Personality will free his client. A travelling salesman with Personality will scoop in big orders, and a clerk with Personality will fill his store with buyers.

Many realize this, and they weep because they have no Personality, and don't know how to get it. You can get Personality. Simply be *tremendously* interested in everything that engages your attention. That's all. It is the simplest thing in the world, and it pays better than gold mining.

A CAUSE OF SOME CONCERN

A general campaign has been launched to organize the cigar workers in New York City by the Amalgamated Tobacco Workers of America. There are about 4,000 cigar workers who are members at the present time, and it is planned to get the other 21,000 to join with them, and then demand higher wages and better working conditions. This will cause an increase in the price of cigars the manufacturers state, if successful.

A CIGAR is known by the company it keeps. Bayuk Products keep good company. Experienced smokers know that the quality that pleases never varies.

BAYUK BROS. INC.

Originators of the

BAYUK INIMITABLE BLEND and
BAYUK INCOMPARABLE BRANDS

PHILADELPHIA

New York, 119 Lafayette Street Phone Franklin 3166

5c "Keen Kutter" 5c

NONE BETTER FOR THE MONEY

¶ Guaranteed to be wrapped with Imported Sumatra and filled with Havana. The best *Nickel* cigar on the market for the money.

Write for open territory to

H. F. MARTIN

YORK :: :: PENNSYLVANIA

Du Pont

"A BETTER CIGAR for 10c"

MADE-IN-TAMPA
BY
VAL. M. ANTUONO

TADEMA HAVANA CIGARS
Argüelles, Lopez & Bro.
MAKERS
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Eastern Office
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Warehouse
Havana
Cuba

F. LOZANO, SON & CO.
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FLOR DE NARVEZ
VICLO

WALLS COURT
EL LESSERO
CALATRAVA
REG. U. S. PAT. OFF.
FACTORY & MAIN OFFICE, TAMPA, FLA.
NEW YORK OFFICE, 437 FIFTH AVE., N. Y.

SAMUEL HEINEMANN PASSES AWAY

Baltimore, Md.—Samuel Heinemann, founder of the firm of Heinemann Brothers, of this city, manufacturers of "Lord Baltimore" and "Salome" cigars, passed away at his home here on Monday night, April 16th, in his seventy-seventh year. Mr. Heinemann was born in Germany, and came to this country at the age of fourteen, and engaged in the cigar business at the age of twenty. He came to Baltimore in 1870 and had conducted his business here until his death. Mr. Heinemann was well known and liked throughout the tobacco industry, and his death came as a shock to his many friends. Funeral services were held privately at his late home. He is survived by a widow, one daughter, and four sons. His sons will continue to conduct the business.

OFFERS AUTOMOBILE FOR $1 CIGARS

Thomas W. Lawson, well known about the country, has only eleven automobiles. Recently his finances have become impaired. Among the eleven cars are two Locomobiles which cost $25,000. Mr. Lawson recently inserted an advertisement in Boston papers stating that his creditors think he should sell one of these cars. So he offers the closed Locomobile for sale. He says in his ad, "As I am completely out of cigars for summer smoking, I will take 5,000 $1 cigars in lieu of cash. . . . . No attention paid to any one who has not the $5,000 ready to pay over at once. Under no circumstances will the price be shaded or any dicker held except for smokes as above."

The Consolidated Cigar Corporation, quick to seize the advertising opportunity offered, replied through the Boston newspapers with an ad suggesting to Mr. Lawson that he could buy "Mozart" cigars at 2 for 25 cents and 10 cents each. Says the ad, "Judged by the pleasure it will give you and the trifling cost—try 'Mozarts' and you needn't sell your car."

At the time of going to press we have not heard whether Mr. Lawson still insists on 5,000 $1 cigars for his car, or is going to keep his car and smoke "Mozarts."

JOHN J. FLAHERTY DIES

John J. Flaherty, manager of the United Flatiron Building Cigar Store for many years, and also for the past few years head of the United Cigar Stores' Mail Order Department, died at his home on Wednesday, April 18th, in his fifty-sixth year. Mr. Flaherty had been a sufferer from asthma for a number of years, and this was the immediate cause of his death.

He will be genuinely missed by his many hundreds of friends, who have been accustomed to meeting him in their various travels. Mr. Flaherty had been associated with the United Cigar Stores Company for about twenty-two years. Many notables have been served their cigars over the counter by Mr. Flaherty; among them are "Uncle Joe" Cannon, Mark Twain, J. P. Morgan, and others.

At a special meeting of the board of directors of the United Cigar Stores Company, a resolution was passed that an expression of the sympathy of the company be made to his widow, embodying therein the esteem and honor in which Mr. Flaherty was always held by his business associates. He is survived only by his widow, Annie Dowd Flaherty.

INTERNATIONAL TOBACCO COMPANY MOVES

The International Tobacco Company, manufacturers and exporters of tobacco, have moved their offices and factory from East Twenty-fourth Street to corner of Thirty-fourth Street and Eleventh Avenue.

P-V HAS LARGE STOCK OF NEW LABELS

The Pasbach-Voice Lithographing Co., Inc., have just completed the lithographing of five editions of labels comprising 7,500 sets of each—the subjects containing very beautiful designs and attractive titles. Mr. Voice advances as an argument that on many occasions, cigar manufacturers require for their jobbers a new label but cannot wait the eight to twelve weeks required for the completion of a brand new design, and are very often compelled to use stock labels with a change of title.

The labels referred to are brands containing registered titles and Pasbach-Voice Lithographing Co., Inc., are prepared to transfer sole rights throughout the United States on any of the designs selected by cigar manufacturers.

It is also a very good opportunity for new concerns who may be starting in business and require a label of their own but cannot afford to wait for new subjects.

ISSUANCE OF NEW MILEAGE BOOKS POSTPONED

Washington, D. C., April 25.—The issuance of interchangeable mileage by the larger railroads of the country has been postponed by the Interstate Commerce Commission until January 1, next, in order that the litigation brought by forty-seven railroads in the Boston courts may be settled before the mileage books are issued.

The original orders of the commission called for the sale of this mileage beginning April 15, last, but the roads were given a postponement until May 15 in order that they might make provision for handling these books. In the meantime, forty-seven railroads, failing to secure a reopening of the case by the commission, carried the matter to the courts and secured an injunction against the commission. This was followed by an application from a number of Western railroads for permission to postpone the issuance of the mileage books until the court case had been settled, and though the court order restrains the sale of the books by fifty Eastern railroads only, the commission decided to forestall the confused situation which would arise from the sale and use of the mileage in other parts of the country, and from possible court action on behalf of Western and Southern railroads. It is probable that the commission will carry the case to the Supreme Court immediately, in order that the issue may be settled with as little delay as possible.

Under the orders of the commission the mileage books providing transportation to the value of $90 were to be sold at a reduction of 20 per cent. from their face value, or for $72. It was the contention of the railroads that they they were not in a sufficiently strong financial condition to enable them to bear the reduction, and it was also brought forward that the issuance of mileage was a discrimination in that it favored one class of traffic over other classes.

When at Atlantic City

Cigar and tobacco dealers, tobacco leaf merchants, and all others interested in our industry are cordially invited to visit and inspect our Atlantic City Modern Cigarmaking Exhibit. On the Boardwalk, at Kentucky Avenue, you will see the big, orange-colored signs of the BLACKSTONE CIGAR, marking one of the most novel and interesting exhibits ever shown at this resort. Here, in a setting of tropical beauty, we are demonstrating the hygienic cleanliness and scrupulous care of our modern cigarmaking processes. BLACKSTONE CIGARS are being made, under the eyes of thousands of visitors, in exactly the same way as in our main factories. Come in and look us over.

Blackstone
2 for 25¢ CIGARS Also makers of TOTEM 8¢ cigar
WAITT & BOND, Inc., Newark, N. J.

GONZALEZ & MENDEZ, INC.

CLEAR HAVANA CIGARS EXCLUSIVELY
TAMPA, FLORIDA
EDW. WODISKA, General Representative

A Definite Aid to Increased Cigar Sales
IS THE
WOODEN CIGAR BOX
We offer a Quality Product
Combined with Service
YORK CIGAR BOX COMPANY
COR. HOWARD & MASON AVENUES
YORK, PA.

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

PARAMOUNT:—43,165. For briar pipes, cigarette holders and smokers' sundries. April 9, 1923. J. R. Smith Co., Portland, Ore.

BON TON:—43,166. For briar pipes, cigarette holders and smokers' sundries. April 9, 1923. J. R. Smith Co., Portland, Ore.

COMRADE:—43,167. For briar pipes, cigarette holders and smokers' sundries April 9, 1923. J. R. Smith Co., Portland, Ore.

ADMIRAL:—43,168. For briar pipes, cigarette holders and smokers' sundries. April 9, 1923. J. R. Smith Co., Portland, Ore.

BEDE:—43,169. For cigars, cigarettes and tobacco. March 12, 1923. F. M. Howell & Co., Elmira, N. Y.

HOWARD CARTER:—43,170. For all tobacco products. April 9, 1923. Pasbach-Voice Litho. Co., Brooklyn, N. Y.

K. & K.:—43,171. For cigars. March 3, 1923. The Waco Cigar Co., Waco, Tex.

SHAKESPEARE:—43,172. For pipes. April 10, 1923. Schagrin-Roseman Company, Youngstown, Ohio.

H. N. S.:—43,173. For all tobacco products. March 5, 1923. C. B. Henschel Mfg. Co., Milwaukee, Wis.

JACK O'LANTERN:—43,174. For cigars, cigarettes, tobacco and all kinds of smokers' articles. March 6, 1923. Itwilpe Cigar Co., New York, N. Y.

CONGRESS MEDAL:—43,175. For all tobacco products. April 9, 1923. The Moehle Litho. Co., Brooklyn, N. Y.

FARM BUREAU:—43,179. For cigars, cigarettes and tobacco. April 13, 1923. Levi S. Levor, Attica, Ind.

PETER PAN:—43,180. For pipes, cigar and cigarette cases, cigar and cigarette holders, ash trays and tobacco pouches. April 14, 1923. United Cigar Stores Company of America, New York, N. Y.

PRAIRIE MASTER:—43,181. For all tobacco products. April 16, 1923. John D. Jarrott, Fort Worth, Tex.

MA-JONG:—43,182. For all tobacco products. April 14, 1923. American Litho. Co., New York, N. Y.

DON PEDRO MENENDEZ:—43,185. For all tobacco products. April 17, 1923. American Litho. Co., New York, N. Y.

ALABAMA BROWN:—43,186. For all tobacco products. April 9, 1923. Barlow-Moore Tobacco Co., Glasgow, Ky.

ESLERO DE CUBA:—43,187. For cigars, cigarettes and tobacco. April 16, 1923. Jacob C. Kling, Hanover, Pa.

LA PRENTAS:—43,188. For cigars. April 17, 1923. Samuel Waschler, New York, N. Y.

TRANSFERS

LORD PLAYFAIR:—17,443 (Trade-Mark Record). For cigars. Registered January 23, 1897, by Emil Steffens, New York City. Transferred to G. A. Kohler & Co., Yoe, Pa.

LE TRIOMPHE:—29,449 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered December 31, 1903, by Jacob Stahl, Jr., New York City. Through mesne transfers acquired by Jacob Stahl, Jr., & Co., and re-transferred to Morgan Cigar Co., Tampa, Fla., April 4, 1923.

EVER MILD:—41,163 (Tobacco Merchants Association). For all tobacco products. Registered June 3, 1919, by the American Litho. Co., New York City. Transferred to Lee Roy Myers Company, Savannah, Ga., April 11, 1923.

GARCIA ALTA:—41,282 (Tobacco Merchants Association). For all tobacco products. Registered August 16, 1919, by The Moehle Litho. Co., Brooklyn N. Y. Through mesne transfers acquired by the American Box Supply Co., Detroit, Mich., and re-transferred to J. W. Vaughn & Sons, Bethesda, Ohio, March 28, 1922.

UNKNOWN HERO:—42,888 (Tobacco Merchants Association). For all tobacco products. Registered November 25, 1922, by William D. Castro, Chicago, Ill. Transferred to Theo. F. Dutkanych, Chicago, Ill., November 29, 1922.

BONUS:—21,337 (Trade-Mark Record). For cigars. Registered August 25, 1899, by Petre, Schmidt & Bergmann, New York City. Transferred to George Hunkele, Newark, N. J., and re-transferred to R. Bazer, West Orange, N. J., April 4, 1923.

BEST OF THE WEST BUTTE:—19,946 (Tobacco World). For cigars, cigarettes and tobacco. Registered April 5, 1910, by Fred Kuhn, Butte, Mont. Transferred to L. H. Rosenberg, Butte, Mont.

PRIZE STOCK:—1375 (Connorton's Tobacco Brand Director of the U. S.). For plug, twist, fine cut, chewing and smoking tobacco. Registered January 13, 1904, by D. C. Glasser Tobacco Co., Dubuque, Iowa. Transferred to Myers-Cox Company, Dubuque, Iowa, March 20, 1923.

CORRECTED PUBLICATIONS

H. & K.:—43,171. For cigars. Registered March 3, 1923, by Waco Cigar Co., Waco, Tex.

PUNG CHOW:—42,925. For all tobacco products. Registered December 11, 1922, by American Litho. Co., New York, N. Y.

MILLER, DuBRUL SERVICE NOW IN TAMPA

The increasing number of DUREX Quality Production Power Bunch Machines, and other cigar-making machinery manufactured by the Miller, DuBrul and Peters Mfg. Company, in the Tampa, Fla., district, has caused that firm to establish a service station at 708 Hugh Street, Tampa.

This step will directly benefit the various cigar factories within a radius of 100 miles of Tampa, and it is another example of the often demonstrated fact that the M D & P people are an organization primarily of service to the cigar manufacturing industry.

Mr. C. J. DuBrul, president, in speaking of the establishment of this service station, stated: "We have contemplated a service of this kind for some time, and with the expansion of our business, which was made possible when we moved into our new factory, we were able to put our ideas into actual practice. We believe that by offering this kind of service to the Tampa manufacturers, we will be helping them solve one of their heretofore serious production problems."

The officers of the company gave considerable thought to the requirements of such a service station, and when the plans were well under way, sent Mr. Earl Kincaid, erecting engineer, to Tampa to take care of the initial work of making it an actuality. It will be found complete in every detail, with the necessary lathes, drills, and other machinery equipment to make repairs, replacements, and even build new parts with a minimum production loss to the operators.

In order to assure the Tampa factories of the very best mechanical assistance, Mr. Harry D. Smidley has been appointed resident manager of the service station. Mr. Smidley is probably as well versed in cigar machinery as anyone in the country. He has been connected with the Miller, DuBrul and Peters Mfg. Company for a number of years, having been the head of their large machine shop, and also sharing an important part in the research work and development in connection with the various types of power machines which the firm produces.

Mr. DuBrul stated that the activities of the service station will not be confined to repair work entirely, as it is the purpose of the company to put into effect immediately, an inspection system. This plan involves the making of regular inspections of the different types of machines manufactured by the Miller, DuBrul and Peters Mfg. Company, which are in use in the Tampa field, so as to anticipate wherever possible, any breakdowns or trouble of any kind. Such an inspection service will undoubtedly reduce to a minimum those delays that are always necessary when a power machine is forced out of commission, and the operators are compelled to send to the factory for new parts or mechanical assistance.

The trade will be glad to know that the Miller, DuBrul and Peters Mfg. Company are in Tampa, with this service station, to stay.

CIGAR BOXES

Dependable service—Quality packages—to meet any requirement in the Wooden Containers for Cigars

The WOODEN package is the retainer of AROMA from Factory to Consumer

The Buckley Cigar Box Co., 24 Vine St., DESHLER, OHIO.

The Buckley Box Co., 1106 West Town St., COLUMBUS, OHIO.

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
WESTERN REPRESENTATIVE:
PAUL PIERSON
139 North Clark Street, Chicago, Ill.
Cigar Labels, Bands and Trimmings of Highest Quality

OSCAR PASBACH, PRES. J. A. VOICE, SECY. & GEN'L. MANAGER
PASBACH - VOICE
LITHOGRAPHING CO. INC.
ART LITHOGRAPHERS
GRAND STREET AND MORGAN AVENUE
BROOKLYN, N. Y.
CIGAR LABELS - CIGAR BANDS

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
2309 Russell Street Detroit, Mich.
Corner of Gratiot Street
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

SINCE 1870
CIGAR BANDS CIGAR LABELS
SPECIAL PROCESS
WM. STEINER SONS & CO.
257-265 W. 17th St. - New York City
Sole Distributors for New Model Cigar Banding Machine for Ungummed Bands

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

Dealers
CAN NOW GET
DILL'S BEST
SMOKING
TOBACCO
THROUGH ANY
REGULAR
JOBBER
J. G. DILL CO.
RICHMOND, VA.
Manufacturers of
HIGH GRADE
SMOKING TOBACCO.

GROWERS
AND
PACKERS
OF

Connecticut Shadegrown Wrappers

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Stripped and Booked Porto Rico Fillers

AMERICAN SUMATRA TOBACCO CO.

131 Water Street — New York City

MAY 15, 1923

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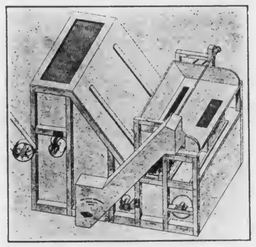

A Scrap Cutter and Separator that really does separate

Write for descriptive matter and new price

Cigar Manufacturers Making Short Filler

CIGARS

Will do well to try our

Blended Scrap Havana Aroma

On the market since 1902

Twenty years giving satisfaction right along

HAS A FINE AROMA

CAN'T TELL IT FROM THE REAL HAVANA

Write for sample and price

Baker Tobacco and Cigar Machinery Company

YORK, PENNA.

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST. PHILA., PA.

FOR MELLOW, PERFECTLY AGED CIGARS—WOODEN BOXES

Old Wine! Its mellow flavor comes from aging in Wooden Casks. Rich, ripe smoking tobacco—aged in wood to bring out its enticing fragrance. And cigars, too—their natural aroma is retained when packed in wooden containers. Good humidors are made of wood—Why? Because the wooden container has proved its superiority, not only in perfectly aging cigars, but in countless other ways.

HERE'S WHY WOODEN BOXES ARE PREFERRED

1. IDEAL DISPLAY: Compact, varied and eye-catching window and counter displays are most easily gotten with Wooden Cigar Boxes. With a little imagination you can show all kinds of effects and combinations with Wooden Cigar Boxes. Wooden Cigar Boxes do not have to be juggled for striking displays; they only need to be arranged.
2. CONVENIENT: Practically all cigar store windows and show cases are particularly designed for the showing of Wooden Cigar Boxes. They permit the use of all the space. No space wasted. No time lost.
3. BETTER PRINTING: There is no comparison between Wooden Cigar Boxes and substitute containers when it comes to beauty of printing and lithography. You can do almost anything with wood, while the possible treatments of other kinds of packages are very limited.
4. PERFECT AGING: Cigars age normally in wood, retaining their natural aroma from factory to smoker.
5. SATISFACTORY SELECTION: A smoker likes to see the whole length of a cigar in the box. He wants to compare the size, shape and color of the various brands and types you show him. Another point where a Wooden Cigar Box always wins the approval of the smoker.
6. NATURALNESS: Cigars are a vegetable product and belong in Wooden Cigar Boxes. Cigars from Wooden Boxes please the smoker most because the wood adds a mellowness and richness to the qualities with which the cigar has already been endowed by Nature.

Ask the manufacturer of Quality Cigars why he uses Wooden Boxes. He has learned they have no substitute.

THE BEST CIGARS ARE PACKED IN WOODEN BOXES

LA PALINA

IT'S JAVA WRAPPED

CIGAR

The pioneer Java wrapped cigar and to-day the *finest* Java wrapped cigar that you can offer to your customers.

More than one hundred and fifty million sold yearly.

CONGRESS CIGAR COMPANY
Philadelphia

EL VERSO

HAVANA CIGARS

Seven Sizes to Please the Most Discriminating

The Deisel-Wemmer Co.
MAKERS
Lima :-: Ohio

GONZALEZ & MENDEZ, INC.

CLEAR HAVANA CIGARS EXCLUSIVELY
TAMPA, FLORIDA
EDW. WODISKA, General Representative

WEATHER OR NOT

the weather has anything to do with the quality of the cigars you make, if encased in our famous wood package, you will know they are safe from climatic changes.

MONROE JARRETT SONS
MANUFACTURERS OF
CIGAR BOXES
S.W. COR. RANDOLPH & JEFFERSON STREETS
PHILADELPHIA, PA.

YANKEE BUNCH MACHINE

SAVES 30% TO 40% ON BINDERS.
MAKES BUNCHES EQUAL TO HAND MADE.
PRODUCES MORE CIGARS AT LESS COST.
WORKS EITHER LONG OR SHORT FILLER.
INEXPERIENCED GIRLS QUICKLY TAUGHT.

Made in five sizes —4", 4½", 5", 5½", and 6" wide

Millions of nationally known brands are now being made in factories equipped with this machine.

The original cost is so small you cannot afford to buy any other machine.

American Box Supply Co.
2309 Russell St. DETROIT, MICH.

ABOVE ALL BOLD

NOW 2 for 15c

The recognized standard of cigar quality and cigar value. Bold's pre-eminent popularity is due solely to incomparable and unchangeable quality.

Bobrow Brothers, Inc.
Manufacturers
Philadelphia Penna.

A Cigar of *rare excellence*

Millions of smokers insist on Manuel because they know from experience that it always delivers a distinctive satisfaction, which they can obtain in no other cigar.

In the making of Manuel, only certain selected tobaccos can be used to produce the quality that meets the high Cressman standard, and we respect the confidence that Manuel smokers place in us by adhering strictly to this high standard.

MANUEL *will make a definite business for you*

ALLEN R. CRESSMAN'S SONS
Philadelphia, Pa.

CRESSMAN'S
MANUEL
10¢ AND UP CIGAR

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Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

FOR SALE

FOR SALE—ONE COMPLETE SET NEWTON-STOAKES LETTERING PENS, with inks and complete instructions for making nifty show cards and price tickets. Absolutely new. Address Box 451, care of "The Tobacco World."

FOR SALE—RETAIL STORE IN HEART OF FINANCIAL District of Philadelphia, catering to high-class retail and box trade. Full particulars address Box 900, care of "Tobacco World."

SALESMEN WANTED

A RED-BLOODED SALESMAN for each section of the country. Men not afraid to work and who sell with their heads rather than their feet. Must be steady workers, possessing rugged perseverence, energy and enthusiasm.

If you are that man, write us what you are, what you have been selling and for whom.

Our line of sales stimulators to the jobbers pay amazing returns to the producing salesman.

Address Box 452, care of "The Tobacco World."

SITUATION WANTED

A CAPABLE CIGAR FACTORY EXECUTIVE AGGRESSIVE with initiative and executive ability to handle large factory or factories, capable of starting chain of factories; will be open for position shortly. Address Box Z, care of "The Tobacco World."

The Tobacco World

Established 1881

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TOBACCO WORLD CORPORATION
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Harry Blum's
NATURAL BLOOM
QUALITY CIGARS

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

50
GOOD
CIGARETTES
10¢

GENUINE
"BULL"
DURHAM
TOBACCO

Guaranteed by
The American Tobacco Co.
INCORPORATED

MADE-IN-BOND AT TAMPA

Good business sense has made it both necessary and profitable for every retailer to carry at least one brand of guaranteed Clear Havana Cigars.

The Made-in-Bond Stamp is the U. S. Government Guarantee that TUVAL cigars are manufactured entirely of imported Havana leaf.

Two generations of clear Havana cigar manufacturing by Marcelino Perez & Co., have won for TUVAL the respect and confidence of the lovers of good cigars.

Marcelino Perez & Co.

4-6 White Street, New York City

STICK TO Cinco - IT'S SAFE

2 for 15c
everywhere

OTTO EISENLOHR & BROS. INC.
PHILADELPHIA —— EST. 1850

MARSHALL FIELD

The manufacturer has devoted his life in the science of tobacco curing, and the art of blending. The objectionable properties which tobacco contain are eliminated, such as Rosin Gum which makes tobacco strong, and the natural Ammonia which makes tobacco sharp and bitey. It is then ripened, mellowed and blended.

All Marshall Field Cigars are

Very, Mild,
Regardless of Color

Distinctive Quality

No Other Cigar in America Like It

It is different
There are reasons for it

LIKED BY ALL WHO SMOKE THEM

Pioneer 10c; Field 2 for 25c; Bankers, wrapped two in foil, 2 for 25c; Marshall 15c; L. Corona 15c; Standard 3 for 50c

MARSHALL FIELD—Wrapped with finest Vorstenlanden Java

HOWARD F. PENT, President

THE CORAZA CIGAR COMPANY - 7th and CHERRY STREETS PHILADELPHIA, PA.

Volume 43

THE TOBACCO WORLD

Established 1881

Number 10

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, MAY 15, 1923 Foreign $3.50

EDITORIAL COMMENT

THE intense interest shown by the members of the Slogan Contest Committee of the T. M. A. presages well for the great gathering in Washington on the 16th of this month. At the meeting at which the slogan winners were chosen last week, twenty-two of the twenty-five members of the committee were in attendance. Considering the fact that the committee was composed of extremely busy men, most of whom occupy high executive positions in the cigar and its allied industries, the attendance was remarkable.

This fact should indicate to all branches of the tobacco industry that trade leaders are earnestly endeavoring to find a solution to some of its problems, and to do everything in their power for the best interests of the *industry*.

There seems to be a realization that if the cigar and tobacco industry is to make further advancement there must be complete co-operation in every branch of the trade. Whatever is done for the success of the cigar and tobacco business will in some measure benefit every individual connected with it.

The Slogan Committee is but the beginning, we hope, of an energetic endeavor to foster a progressive spirit in the industry and to further develop co-operative effort. We believe that continued work along such lines will find every allied trade ready and anxious to do its part, and no doubt the convention will more fully prepare the groundwork for such a program.

A CIGAR manufacturer was held for trial last week in the Court of Commercial Frauds, in New York, because he branded his product "Havana," when as a matter of fact it was made mostly of domestic tobacco with only a small quantity of Cuban tobacco in it.

The American Fair Trade League brought the action, and while the counsel for the defendant argued that no harm had been done, the magistrate declared that the public had been deceived and that it must be protected from such impositions.

Splendid work has been accomplished already by the efforts of the American Fair Trade League in matters of this kind. The trial of the above case will undoubtedly be watched with intense interest throughout the cigar industry.

However, it should not require a court decision to induce a manufacturer to cease misbranding his goods. For the sake of the industry he ought to be quick to abandon any unfair practice when once it is called to his attention. For the sake of his own reputation and the prestige of his brands he ought to be glad to withdraw any statements in connection with his firm or products that could be construed as misleading.

While it may be honestly contended that no harm is done, the fact remains that no manufacturer labels his cigars "Mild Pennsylvania" or "Made of Ohio and Connecticut tobacco." The fact is that the manufacturer who misuses the word "Havana" in connection with his cigars, does so because he knows that it gives his brands added prestige in the eyes of the dealer and smoker.

The news of this action in New York ought to awaken every cigar manufacturer to a consciousness of his responsibility to both the dealer and smoker, and he ought to make sure that his goods are not described in any way that will create a false impression.

When the integrity of a cigar manufacturer is questioned in the courts of justice, and he is held to have been practicing deception on the smoking public, and the news printed in the daily newspapers of the country, a great blow has been struck at the progress of the cigar industry. A grave suspicion is aroused in the minds of all smokers towards all brands.

Let us hope that there will be a quick response to the appeal to discontinue misbranding. The integrity of the industry is on trial before the smoking public.

DETROIT

Detroit to Observe Safety Week—Doc Rosebro Resigns From F. Vega & Co.—Segal Purchases Stock and Fixtures of Porter Drug Co.—J. B. Thatcher Returns From Business Trip—General Putting on Strong "White Owl" Campaign

Detroit, Mich., May 10, 1923.

PUBLIC officials of Detroit have set aside the week of May 20th as "Safety Week" to bring about safer traffic conditions, to save the lives of women and children, and to put Detroit on the map as a city filled with safe and sane drivers, and equally safe and sane pedestrians. This week is to be known as Clean-Up Week, in preparation for the big drive of "Safety Week," so let's all of us, especially the tobacco men, lend a helping hand to our city fathers and help in this wonderful work.

The Harry W. Watson Company is specializing on "Don Julian" cigars, the product of Gradiaz, Annis & Company, in many popular sizes. The entire selling staff is putting forth every effort on this brand with very satisfactory results. A fine distribution has already been obtained and the dealers report very active sales. The "Don Julian Kits," proving to be a very popular number, are displayed very prominently on the dealers' cases.

W. W. "Doc" Rosebro resigned last week as president and salesmanager of F. Vega & Company, manufacturers of "Las Vegas" cigars. Mr. Rosebro is now in the East looking over conditions and expects to make an early announcement of his plans for the future. "Doc" is well known throughout the cigar industry, having represented for a number of years many leading cigar manufacturers. He is a salesman of unusual ability and prior to his connection with F. Vega & Company he was established as a cigar broker in the city of Chicago.

Martin M. Wilson, of the Andora Cigar Company, Albany, N. Y., was a recent visitor to the Dynamic City, to call on the Lee & Cady Company, his local distributors.

The Bailey-Wilkin Company, are working a very clever advertising stunt on "Meditation" cigars (W. K. Gresh & Son). Twenty-five thousand "Meditation" cigars are being given away to Detroit smokers, through the distribution of metal checks, which entitles the smoker to one "Meditation" cigar, free, at any cigar store in the city.

Mrs. C. D. Shelley, manager of the Wolverine Hotel cigar stand greeted the spring sunshine by blossoming forth in a new Chevrolet coupe. Everything was fine and dandy when speeding around with her instructor, but, alas! when she tried to solve the problem all alone, traffic was tied up many hours at various intersections. Recently, the little "Chevie" bumped into a loaded truck when the fair lady was at the wheel and the repair man had several hours' extra work. Since this experience, Mrs. S. is trying to induce our city fathers to prohibit motor trucks where our lady drivers percolate on the busy streets of Dynamic Detroit.

Lew Roberts (Antonio Roig & Langsdorf) the "Girard" ace, has been sojourning in our midst for several weeks, conducting a very effective campaign through their distributors, the Howes-Shoemaker Company. "Girard" cigars already have a wonderful distribution and are enjoying a very healthy sale here. Many attractive window displays on "Girard" cigars, are seen throughout the city.

George Meigs, of A. Amo & Company, Tampa, Fla., has opened up his summer home on St. Clair flats. The summer boat schedule is now in effect, so, George makes the trip up and down the river each day to the Michigan metropolis.

J. J. Warner, of Grosvenor Nicholas & Co., Inc., "Trebor" London made pipes, was on the list of visitors here last week and signed THE TOBACCO WORLD register at Bert Johnson's.

W. B. McBurney, of the Juan Orarez Cigar Company, called on the trade here last week and reported a very satisfactory business on his line.

Harry Segal, the Monroe Avenue cigarist, has purchased the stock and fixtures of the Porter Drug Company, Gratiot and Brush Streets, and has opened up a first-class cut-rate cigar and drug store. Harry will continue his present location at 217 Monroe Avenue, which is called the busiest cigar store in the Middle West. Harry has been a resident of Detroit for the past ten years and was one of the pioneers in the cut-rate cigar and tobacco business, in which line he has been thoroughly successful.

Mort Ryan, of Harnett & Hewett Company, Toledo, Ohio, spent last week here working the retail trade and secured some very nice business before departing for other Michigan points.

S. G. Brown, of S. G. Brown, Incorporated, New York City, N. Y., called on our leading retailers this week and reported a very satisfactory business on his brand.

J. B. Thatcher, president of the American Box Supply Company, has returned from a business trip to Ohio points.

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TAMPA

Tampa Looking Forward to T. M. A. Convention—Garcia and Antuono Marooned on Ship

Tampa, Fla., May 8, 1923.

THERE is a great deal of expectation about what results may be obtained to improve conditions in the cigar industry, from the convention of the Tobacco Merchants Association to be held at Washington, D. C., on the 16th and 17th of this month, where the Tampa Cigar Manufacturers' Association will be represented by Mr. A. L. Cuesta, Sr.; Key West and Jacksonville will also be represented.

Many and complex are the problems confronting the cigar industry, that require the earnest consideration from all those interested in its welfare. The sharp rise in the cost of raw material, both imported and domestic; the color question, credits, distribution, unfair competition, additional taxes by several states; and last but not least, the incipient war on the use of tobacco in all forms by the fanatic moralists that plague this country, are the main outstanding factors that demand careful thought and united action of all the tobacco branches, from the grower to the boxmaker, if the cigar industry is to be continued as a source of wealth for the producer, the merchant, the industry and the Government. It is imperative that individual selfishness and aloofness be cast aside to obey the laws of self-preservation, by all, with common sense enough to realize that the perils of the cigar industry are common to all those therein engaged, and that their interests are headed to the breakers in the same boat. Undoubtedly the next convention at Washington is the brightest opportunity for a get-together, and laying the foundation for future understanding in all matters affecting the cigar industry in general. Let us hope that the opportunity will be grasped in all its value, and used to its utmost possibilities.

Manuel Garcia, resident partner and general manager of Perfecto Garcia & Brothers, and Val M. Antuono, of C. H. S. fame, were marooned on their way back from Havana last week on board of the P. & O. steamship "Governor Cobb," that went aground last Tuesday night near Key West. For two days they remained on board of the ship in the hope of being pulled out, but finally decided to land at Key West, and by boarding a freight train at the East Coast Railroad and subsisting on egg sandwiches, finally succeeded in transfer to Tampa, where they arrived last Friday, mumbling the prayers of the stranded tramp, but none the worse for their experience.

The news brought from Cuba by Mr. Manuel Garcia, founded on personal observation, fully confirms the predictions forecasted on the new crop of tobacco in all sections of the island, which will fall short of the demand and will raise the cost of material to a point compelling a corresponding rise in the selling price of cigars. Dealers holding back on orders should take notice of coming conditions, and replenish their stock before the inevitable price rise gets them empty-handed.

Villazon & Company is one of the young firms forging ahead rapidly on the road of success, and turning out over fifteen thousand cigars a day, mostly fine sizes, with no stock on hand. This firm is a fair sample of what intelligence and devotion to business can accomplish at all times, when, as in this case, the proper combination of human ability get together, and push straight towards their goal.

Ben Cosio, of the Consolidated Cigar Corporation, left for Key West on a trip of inspection to their branch in the Island City.

Ed Wodiska, of Gonzalez & Mendez, has been heard from in Chicago with encouraging news for this young firm, much to the pleasure of Mr. Gonzalez, the active factory manager.

Sig Meyer is another good news sender to his house, the F. Lozano Son & Company, announcing increasing interest in the clear Havana line of this old, reliable firm.

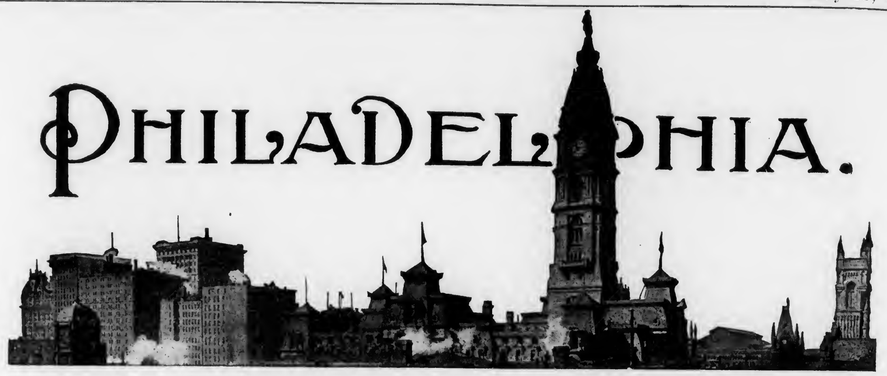
Marcelino Perez & Company has also heard from Mort Hammer, asking for quick shipments for the Middle West; therefore, Joe Perez and his assistants at the factory are busy as bees.

Jose Arango, of Jose Arango & Company is also accosted by Samuel Hyman for more "Cirillas," which are in great demand by their trade.

Jorge Leon, of San Martin & Leon, wears a pleasant smile caused by the reports from their distributors, the Austin-Nichols Company, of New York, which have their large force of salesmen placing the "Hoyo de Cuba" everywhere in their extensive territory with flattering success.

Another misbrander has fallen in the clutches of the Federal Trade Commission. This time it is G. F. Hemler, at McSherrystown, in the State of Pennsylvania, who is indicted for placing on certain brands of cigars manufactured by him, bands bearing the words "Tampa, Florida," and on the lining of the boxes, the words "All Havana Hand Made," with the evident intention of misleading the public on the place of manufacturing and the quality of his cigars, represented to have been manufactured in Tampa.

(*Continued on Page 16*)



FRISHMUTH BROTHERS' COVINGTON PLANT SOLD

The plant of Frishmuth Brothers & Company, at Covington, Ky., which was formerly owned by the Lovell-Buffington Tobacco Company, and merged with Frishmuth Brothers & Company, of Philadelphia, a short time ago, was sold at auction on April 30th to John A. Doward and Benjamin F. Davidson, burley tobacco growers. At the time of this merger, it was expected this would mean a very large business for Frishmuth Brothers & Company, and a Mr. Taylor agreed to sell enough additional stock to finance the proposition, but the assets of the concern in Philadelphia did not come up to expectations and very little stock was sold, with the result that the old creditors forced the receivership. The price obtained for the Covington plant is understood to be about $250,000, which will not satisfy the claims and the stockholders are apt to come out on the short end.

The new purchasers have ample backing, and will continue the business at Covington.

BROWN COMPLETES ALTERATIONS

M. D. Brown, who recently purchased the cigar stand at 718 Market Street, from Dan Ostrow, has completed alterations to his show window and will now be enabled to keep his cigars in perfect condition even while on display in the window. Mr. Brown states he is satisfied with the support he is receiving from Dan's old customers, and assures everyone of fair treatment and a hearty welcome.

SAMUEL BAYUK RETURNS FROM EUROPE

Samuel Bayuk returned to the good old U. S. A. on May 12th, after spending some time in Amsterdam attending the tobacco inscriptions. He reports having secured some fine leaf for his firm, although the prices were high, and the trade may rest assured of the future quality of Bayuk products.

W. G. Kimber, Jr., credit manager for Bayuk Brothers, was recently elected a director of the Philadelphia Association of Credit Men.

CONGRESS MAKING PLANS FOR NEW BUILDING

At the Congress Cigar Factory everything is hustle and bustle, in preparation for moving the executive offices into their new building, which is nearing completion. William Paley has been in Hartford, Conn., during the past week.

YOUNG BANDITS GET 20-25 YEARS

The two bandits who failed in their attempt to hold up the United Cigar Store at Fifteenth and Chestnut Streets a short time ago, and were captured after a running pistol fight with the police, were sentenced by the Court to serve 25 years and 20 years, respectively. More sentences of this kind would help to discourage this type of humanity from such attempts.

CUNNINGHAM TAKES ON "DUNHILL" PIPES

The "Dunhill" pipe is beginning to show itself about town through the efforts of W. S. Birdsall, pipe specialist for A. B. Cunningham & Company, of North Second Street, who have taken on this well-known article for distribution in Philadelphia.

G. H. P. REPRESENTATIVES OFF FOR P. R.

Samuel Grabosky and Captain Goldberg, of the G. H. P. Cigar Company, manufacturers of the well-known "El Producto," sailed from New York on May 12th for Porto Rico to look over their packings there.

P. R.-AMER. TO INCREASE STOCK

New York May 11, 1923.

At a special meeting of stockholders of Porto Rican-American Tobacco Company, which has been called for May 31st, directors will recommend that charter be amended to increase capital stock by adding 100,000 additional shares to be designated as Class B, common without par value. This stock will be offered to present shareholders at $25 a share for each share of present stock held by them.

IT'S TIME TO BE ON YOUR TOES

With the anti-tobacconists getting in shape throughout the country it is a good thing to observe the "no smoking" signs in railway stations, cars, etc. Don't be in too much of a hurry to light up just before you alight from the train or trolley, and don't disregard the signs in public waiting rooms. A word to the wise is sufficient. Don't be afraid to preach safety first. If the liquor privileges had not been sorely abused there would have been no need for prohibition.

Mr. Harry Bobrow, of Bobrow Brothers, visited the Water Street Leaf Market in New York City last week.

Mr. Loeb, of K. Straus & Company, was in New York last week visiting the Water Street Leaf Market.

LEAF TOBACCO BOARD HOLDS LUNCHEON

An informal luncheon was served at the Hotel Pennsylvania, by the Leaf Tobacco Board of Trade of the City of New York, on Tuesday, May 8th, from 12.30 to 2 P. M. About seventy-five members of the leaf tobacco and allied trades were present and a very interesting and pleasant time was enjoyed.

As soon as the luncheon was finished Mr. Fred Block asked for the attention of those present, and announced that this gathering was called for the purpose of discussing one of the most important questions before the tobacco industry at this time—that of the granting of credit to customers. Mr. Block stated that they were very fortunate in having with them representatives from the Greater New York Cigar Manufacturers' Association, the Cigar Manufacturers' Board of Trade, the Independent Retail Tobacconists' Association of America, and from the Tobacco Salesmen's Association of America, and also Mr. Nathaniel Berman, general manager of the Tobacco Products Credit Association, who is without doubt one of the best informed and most capable credit experts in this line of work, and who would discuss this most vital question. Mr. Block also stated that the Tobacco Products Credit Association had undertaken a work that would be of great benefit to the tobacco industry, if it could get the co-operation and support of the industry.

Mr. Berman set before the meeting just what the Credit Association was trying to accomplish, and asked for the co-operation of everyone who was in any way connected with the tobacco industry, in order that the losses sustained through unscrupulous debtors might be reduced to a minimum.

Several prominent men in the tobacco industry also addressed the meeting and urged their co-operation with Mr. Berman, stating that it was their firm belief that much good could be accomplished through the establishment of a credit association devoted to the interests of the tobacco industry exclusively.

JOHN H. BECKER DIES

Washington, D. C.—John H. Becker, who, prior to his retirement some years ago, was a partner in the firm of Becker and Orndoff, conducting the cigar stand in the Willard Hotel here, died at his home on May 3, following an illness of two weeks. Mr. Becker, who was seventy-six years old, was a lifelong resident of Washington. During his business career in the Willard Hotel he met and made friends with a large circle of distinguished patrons, and numbered among his customers many of the foremost Americans of a generation ago. He is survived by his wife and five children.

TOBACCO GUARANTEE AGENCY IN NEW OFFICES

The headquarters of the Government of Porto Rico Tobacco Guarantee Agency will henceforth be located at 136 Water Street, New York City, instead of 126 Maiden Lane, as in the past.

Agent Dannahower and staff are now comfortably located in a suite at the new address, which makes for more privacy, as he will have a room all to himself.

The new offices are right in the heart of the leaf tobacco section, and doubtless many in the trade will therefore avail themselves of the accommodations extended.

ONE HUNDRED AND FIFTY THOUSAND DOLLARS GIVEN TO THE TRADE BY THE AMERICAN TOBACCO COMPANY

If you are a retailer, here is your chance for the easiest, quickest, cleanest dollar you ever made. All you need is a showcase and the new display carton of "Blue Boar English Blend," the American Tobacco Company's latest brand of cigarette.

Of course, you have the showcase. And of course you are going to jump at the chance to have this new brand right up in front because, as the company points out, you sell "Blue Boars" for 25 cents a package and make more profit than on cheaper brands.

How do you get the dollar? Here's the way. The minute you get your shipment of "Blue Boar" cigarettes from your jobber, open up the attractive display carton (ten packages) and set it out on your showcase. A division manager of the American Tobacco Company walks into your store, sees the carton displayed, and hands you a crisp one dollar bill.

There's the whole thing, and no strings to it. You perform a service that costs you nothing, and which in itself is a profit-maker, and get a nice extra slice of profit.

Every day all over the United States, division managers of the American Tobacco Company are calling on the retailers in their respective territories. One of them may be in your store today, or within the week, or perhaps later, there is no way of knowing. If he comes in and doesn't see the carton on your showcase, he is going to be sorry (and so are you). But all he can do is to say so, to urge you to use your opportunities, and come back some time, if he can.

But not very many live dealers are going to take any chance on missing such an easily earned dollar. They're going to be ready for the first visit.

"Blue Boar" cigarettes have started with a rush, on account of their own exceptional merits, and on account of this strikingly liberal feature that rush will become a riot. When you figure what each division manager will give away a week to merchants who are on the job, you can see where the whole $150,000 will go out pretty fast.

We are informed that this introduction plan has a six months limit, but if we know the trade, we don't believe the money will be allowed to last that long. So, if you are a retailer, get ready for your share of these one hundred and fifty thousand clean, crisp one dollar bills. There's nothing to stop you.

POSSIBLE STATE TOBACCO TAXES

Harrisburg, Pa., May 8.—Levies placed upon smokers and chewers in the Alexander luxury tax bill, which may become part of the state's new revenue raising program for the fiscal years 1923 and 1924 are as follows:

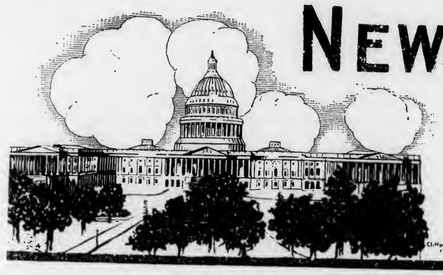
Cigars and cigarettes—Five per cent. added to the cost price. Stamps to be affixed to cigarette packages.

Plug tobacco, smoking tobacco, cigarette paper, snuff and other tobacco products—Three per cent.

Cigar and cigarette holders, meerschaum and amber pipes, humidors and smoking stands—Ten per cent.

Chewing Gum—Five per cent. with stamps affixed.

The foregoing probably will constitute the luxury taxation if the House leaders decide that bill is necessary through failure of bills providing for a one-cent-a-gallon gasoline tax increase or the modified surtax.



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

Washington, D. C.

THE Federal Trade Commission is continuing its campaign against cigar manufacturers who misbrand their products so as to indicate they are manufactured at Tampa or are made from Havana tobacco.

In a complaint just issued by the commission, G. F. Hemler, of McSherrystown, Pa., is charged with misbranding cigars, preliminary investigation by the commission indicating that he manufactures cigars and sells them under the brand name of "Tampa Florida" and with the words "All Havana Hand Made" on the box in which they are packed.

The commission alleges that cigars so branded are not manufactured in Tampa, Fla., and are not made of Havana tobacco, and therefore respondent's acts deceive the public and are unfair to competitors who truthfully brand their cigars.

The tobacco and grocery industries are named as joint respondents in complaints just issued by the Federal Trade Commission charging agreements to maintain specified standard prices for the resale of certain tobacco products. For some time past the commission has been issuing complaints against concerns in both industries separately, but this is the first instance in which the two industries have been named jointly.

Complaints just issued by the commission name the American Tobacco Company, P. Lorillard Company, Inc., the Ohio Wholesale Grocers' Association, and the Cleveland Tobacco Jobbers' Association and their members individually. It is alleged in the complaints that the respondents agreed among themselves to sell only to dealers who resold at uniform prices set by them. The effect of this plan of maintaining specified prices, it is averred, is to substantially lessen competition between members of the wholesale grocers and tobacco jobbers associations and other dealers in tobacco products. The usual thirty days is given the respondents in which to file answers to the charges with the commission.

New methods of handling parcel post matter, which make it unnecessary to increase rates, are in consideration by the Post Office Department. The plan involves the separation from the regular mails of all parcel post except packages smaller than the size approximated by the standard cigar box and perishable matter.

It is planned to keep parcel post matter entirely out of the post office buildings now in use, where, because of the greatly increased volume of mail matter, space is at a premium. Parcel post matter would be sorted in warehouses adjacent to the railroad stations, which would not only segregate this class of mail but would eliminate the expense of hauling it to and from the post offices. It is also planned to eliminate the use of sacks for handling this class of matter, substituting large hampers which will more adequately protect the packages. It is also possible that special types of railway cars may be devised for parcel post matter in the near future.

Since the inception of the parcel post service in 1913, the question of handling this class of mail has become increasingly serious. Even in the first year of the service approximately 1,000,000,000 packages were handled, and this traffic has increased steadily, it being estimated that the present volume handled yearly approximates 2,500,000,000. The handling of this tremendous volume of mail in itself is a task of great proportions, and the difficulty has been increased by the steady growth in other classes of mail. The cost of handling parcel post matter has increased greatly during the past few years, and it was feared at the Post Office Department that it would be necessary to ask Congress for authority to increase rates unless some drastic economies could be devised. It is believed that the plan now under consideration, however, will make it possible to handle this matter at such a reduced cost as to make these increases unnecessary.

Never in the history of American industry has production expanded at as great a rate as at present, according to officials of the Federal Reserve Board, commenting upon the greatly increased demand for credit which has recently risen throughout the country. Thus far business expansion has been characterized by a rapid increase in the output of basic commodities, they point out, and in fact the growth in the physical volume of production since the middle of 1921 indicates a rate of industrial recovery almost without parallel in American business.

Within a year and a half after recovery began the monthly output of twenty-one basic commodities, as measured by the Federal Reserve Board's index of production, increased over 67 per cent. The volume of goods produced and consumed during the first quarter of 1923 probably exceeds that of any sim-

(*Continued on Page 14*)

Spanish Cedar Cigar Boxes Always Signify and Identify Cigars of Quality

The SPANISH CEDAR Cigar Box is always associated with quality cigars. In presenting a new brand to a customer, Mr. Retailer, show him that the cigars are packed in SPANISH CEDAR. Your sale will be made easier. And you will sell more of your profitable brands and sizes.

Point out to your customers why SPANISH CEDAR is used to pack quality brands. Tell them why it keeps the cigars in better condition, it will make your box trade grow. Smokers appreciate information of this sort.

First impressions are unusually lasting. SPANISH CEDAR Boxes on your shelves and in your show cases will identify you immediately as a retailer who sells the better brands of cigars. And it is also assurance that your cigars are in the best possible condition.

Spanish Cedar Cigar Boxes Make Good Cigars Better

When ordering, specify SPANISH CEDAR Boxes. They will increase your prestige, sales and profits.

(*ADVERTISEMENT*)

You give Your Customer the Best Value in

UNION LEADER
REDI CUT
TOBACCO

The 10¢ Tin

Why Pay More?

BIGGEST AND BEST TOBACCO VALUE

MADE BY P. Lorillard Co.
Established 1760

A. KAUFFMAN & BRO. INC.
YORK, PA.
ESTABLISHED 1893
MANUFACTURERS OF
CIGAR BOXES
AND
CIGAR BOX LUMBER
WE SPECIALIZE ON
GOLD LEAF WORK

"BEST OF THE BEST"

Manufactured by A. SANTAELLA & CO.
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

News from Congress

(Continued from Page 12)

ilar period in the history of the country. Fuller employment of equipment and labor has produced the additional income from which profits and wages were realized. In fact, it is declared, profits in many lines of industry have been dependent upon quantity production, the lower production cost per unit more than offsetting the increased cost of materials. It is declared to be partly in consequence of larger output that the prices of manufactured goods have not more fully reflected the increases in prices of raw materials.

Retail trade during the first quarter of the year maintained a high rate of activity, each month showing improvement over the corresponding month of 1922. Mail order houses and chain stores show considerable increases in sales as compared with preceding months and also with the corresponding months of last year, mail order house sales increasing, in March, 34 per cent. over February, and 35 per cent. over March, 1922.

Briar wood pipes and smokers' articles made from synthetic phenolic resin are to be investigated by the United States Tariff Commission under the provisions of Section 315 of the Tariff Act of 1922, it has been announced. The articles to be studied for the purpose of determining the differences in the cost of production and other facts are covered by paragraphs 27, 28 and 1454, of that act.

This is one of the investigations to be undertaken by the Tariff Commission as a result of representations that the present tariff duties do not protect American producers from foreign competition. Public hearings will be held during the course of the investigation, of which notice will be given at a later date.

BAKELITE PIPES PERFECTED BY WDC

At the beginning of this year, William Demuth & Company, the world's largest makers of fine pipes, introduced to the trade what was considered to be a long step forward toward perfection in briar pipes with Bakelite mouthpieces, namely a briar pipe with a Bakelite push tenon bit.

This progressive firm now announces a further improvement. That is, the addition of an aluminum tube lining which extends from tip to tip of the bit (similar to the aluminum tube in the now-famous Duro-Bit line) reinforcing it throughout its entire length.

This aluminum reinforcement not only makes it possible to guarantee the Bakelite bit to be unbreakable at any point, but it also acts as a protection to prevent the nicotine and saliva which passes through the bore hole of the bit, from penetrating and discoloring the Bakelite material.

The excellent talking points of this line offer the dealer an exceptionally fine sales leader—and to cap the climax. William Demuth & Company announces that all WDC push tenon Bakelite pipes will in the future be manufactured with the aluminum tube feature without any increase in price to the trade.

DISCOVERIES

For two hundred years following the travels of Marco Polo in China, European Kings and Merchant Princes had hoped to gain a trade contact with Cathay, a fabled land of spice and gold and precious stones.

In 1521, Magellan, the first Spanish explorer to find a passage westward to India, discovered the Philippine Islands.

In 1922, many American cigar distributors and dealers discovered the profit-making passibilities of building business on a staple brand of Manila cigars.

Discoveries open the gates of opportunity to every one. They make possible the extension of trade, they create new wealth, they enrich, they confer lasting benefits on humanity.

Brand building on staple Manila cigars is a sure way to land you safely on the shore of prosperity.

List of Manila Factories and Importers on Application.

THE MANILA AD AGENCY - - 15 William Street, N. Y.
(C. A. BOND, Manager)

Tampa Letter

(*Continued from Page 9*)

Letter was received by the Cigar Manufacturers' Association from John Wardlow, leading cigar manufacturer of Key West, announcing the intention of the Key West manufacturers, of being represented at the convention of the Tobacco Merchants Association, together with the Tampa manufacturers. The letter of Mr. Wardlow is couched in the most cordial terms, indicating his good will and that of his colleagues towards a frank co-operation in all matters of general interest to the cigar industry.

Another matter that is drawing the attention of the directors of the Cigar Manufacturers' Association, is the uniform compensation of labor for making bunches by machine, in provision of the time when scarcity of labor may compel the use of mechanical devices. It is their intention to so regulate the scale of wages, that neither the workmen nor the product may suffer when the emergency arises, regardless of competition from other localities where cheap labor is employed in this kind of work. The Association is always on the lookout to sustain the reputation of Tampa for excellence in every detail of manufacturing.

The Port of the Tampa is growing in importance right along with the improvements made in the channel and harbor by the city and the Federal Government, and becoming the rendezvous of war vessels as well as the merchant marine. Today arrived a squadron of five United States warships under the command of Admiral Kettel, whose flagship is the cruiser "Rochester," the other vessels are the "Reid," "Worden," "Dale" and "Billingsley." The Board of Trade has appointed a committee of reception to meet the visitors and make their stay as pleasant as the proverbial Tampa hospitality can make it.

On May the fourteenth is expected the arrival of the British cruiser H. M. S. "Valerian," as Governor Cary B. Hardee has advised Mayor Charles H. Brown. The "Valerian" is one of two British warships that are making a tour of ports of this country training their crews. It is a sure bet that the English marines will ever keep their stay in Tampa green in their memories as one of the most pleasant recollections of their adventures.

Last Saturday the Centro Español, the pioneer and leader of our social clubs, gave its Flower Ball, an annual social event of the month of May, established over twenty-five years ago. The large ball hall was lavishly decorated with profusion of natural flowers, palms and ferns by the Knull Floral Company, and the immense attendance, by its behavior and elegance, could not disclose to the eye of the occasional observer that it was composed, to a large extent, of humble workers of our factories. This is one of the characteristics of the social life of Tampa.

Another manifestation of the artistic refinement of Tampa's population was the rendition of the grand opera "Rigoletto" last Sunday night at the Centro Asturiano Theatre, another of our Latin social clubs. Many of our English-speaking devotees to grand opera, who used to bear the expense of going to Atlanta to hear opera, declared that hereafter they will stay at home and enjoy the local product, which compares very favorably in every respect with the performances in distant cities by regular opera companies.

All of which is worthy of mention, even in a tobacco trade paper, to explain the phenomenal growth of Tampa, industrially and otherwise.

George F. Weidman, of Weidman-Fisher & Company, has gone to New York, where he is representing the Tampa Board of Trade at the convention of the Chamber of Commerce of the United States.

VERITAS.

PRESIDENT WALLER STARTS DUTIES

Jerome Waller, newly elected president of the New York Leaf Tobacco Board of Trade, in taking up his duties, has sent out the following forceful letter:

"After nine years of faithful and diligent service, your president, Mr. Joseph Mendelsohn, has stepped down and I was honored by being elected as his successor. During his incumbency in office, your board has thrived and flourished, through his indefatigable efforts, and to worthily succeed him is a big task. He leaves behind him large shoes for small feet to fill. Whether I can successfully do so rests with you.

"I shall endeavor to fill the office to the best of my ability, but the success of the organization depends upon you more than it devolves upon me.

"The monthly meetings of the board of trustees do not spell the success of the organization nor does the annual meeting of the members, no matter how well it may be attended, mean success. These are only means to an end.

"Bear in mind that the organization is yours, and to solve your problems they must be brought to us. When you are confronted with a trade problem, go to one of your trustees or come to me and tell us your troubles so that we may thrash them out at our monthly meetings—that your experience may be the means of formulating and promulgating regulations which will enure to the benefit of the trade at large as well as to yourself.

"If you will co-operate and help us to codify our trade regulations, our customs and our credits, we can entrench and fortify ourselves against the demands which modern merchandising is now making of every merchant. Let us inculcate the spirit of brotherhood by applying the axiom, 'One for all and all for one.'"

"HUMO" AND "DETROIT HAND MADE" INCREASE IN PRICE

Detroit, Mich.

The price of "Humo" and "Detroit Hand Made" cigars, manufactured by the Mazer Cigar Company, of this city, have been increased in price from $58 to $59 per thousand. In a letter sent out to the trade by the Mazer firm they explain that this small increase of $1 is only a small portion of the increase in the cost of the cigars on account of the great increase in the cost of raw materials, and that the remainder is at the present time being absorbed by the manufacturer. Mr. Mazer states that it has always been his policy to respect the legitimate profit of the jobber and retailer and it is with the utmost reluctance that he is forced to make this small increase. The increase in the price of Sumatra tobacco alone amounts to an increase of $3 per thousand in the manufacture of these cigars.

BAGLEY OFFICES MOVED TO NEW YORK

The offices of the John J. Bagley Company, manufacturers of tobacco, will be moved to 44 West Eighteenth Street, New York City, in the very near future. The Bagley Company was taken over by the Tobacco Products Corporation a short time ago.

To Whom It May Concern:

To the right you see the LIBERMAN POWER SCRAP BUNCH MACHINE which has for more than a year been working successfully in many high grade cigar factories.

You can LEASE or BUY it with Service Guaranteed.

It makes Perfect Bunches of any size and shape—out of any size scrap.

Its daily production is 4000 to 7000 Bunches—depending on the speed of the operator.

The latest improved model is Simple in Construction and does not require a mechanic to adjust and keep in order.

FULL PARTICULARS ON APPLICATION

LIBERMAN MANUFACTURING CO.
N. W. Cor. 20th St. and Allegheny Ave.
PHILADELPHIA, PA., U. S. A.

BUSINESS BUILDING

BY A TRAINED BUSINESS MAN AND ADVERTISER

WRITTEN ESPECIALLY FOR THE TOBACCO WORLD BY A.E.P.

ALL RIGHTS RESERVED

WHEN I look at the strong, thoughtful, earnest, cheerful, good-natured face of President Harding, with its ministerial expression, I feel a sense of confidence and respect for him. But I never expected that he would furnish me with the text of a three-minute sermon to my readers in these pages.

But it is the unexpected which happens.

He made a personal talk to the newspaper men the other day. He asked to see a copy of what they proposed to print about it, and said he would read the proof, which would remind him of old times, he being a newspaper publisher.

They brought the proof later, and what did he do? Why, he seated himself, pulled out and lighted his Jimmy Pipe, smoked till the draught was right, and then, happy and contented, he proceeded with the work in hand.

Therefore, kind reader, please turn to your book containing the names of celebrities who find balm and comfort from the sweet odors of the briarwood, and write in large and flowing letters the name of President Harding, the President of the United States.

Oh, you soon will have a collection of the great ones of this earth to show to your customers as an example for them to follow!

Business is going to be good. Everything points to the fact that it is going to be very good. All of which is good, and it is mighty encouraging to every one of us.

Go ahead and take advantage of this in a conservative way. If you were planning to move to a more expensive and better location for increased trade, go ahead and do so. If you were going to enlarge, or improve, it is entirely in order. If you were saving up for an auto, continue to do so, and make the buy when you have the mon. For business conditions justify all this.

But just a word of caution.

If you are a plunger, a speculator, inclined to take big risks, then be wary, be mighty wary, before you go into any large venture which will either give you a fortune or hand you a wipe-out.

For there are clouds on the horizon. They will probably not develop, but they may, and if they do they will set things by the ears and upset the calculations of the wisest ones.

A word to the wise is sufficient, and I know you are wise.

How can you take advantage of the newspaper advertising of the manufacturer who makes the popular cigars you are handling?

If you could do that it would certainly add to your prestige as well as to your sales.

One method which is occasionally employed by up-to-date retailers is to run an advertisement of their own directly below the advertisement of the manufacturer. One inch of space would be ample, and it could be single column. In it you could say in large black type that "We Handle the Above Splendid Goods," giving your name and address, also in large black type.

It would be no more than courteous to write the manufacturer, stating what you propose to do, and giving the name of the paper, or papers, in which you intend to place your advertisement under his.

You have a perfect right to do it anyway, but a letter, asking if he has no objections, would be certainly in order. While writing the letter it might be well to ask him to send you several signs and placards so you could make a display of his goods and his signs in your show window and your store.

What do you suppose is the most potent force within a person? I expect we could get a score of answers, such as hunger, ambition, the creative instinct, and such, but Secretary Hoover, in a recent address, stated that it is "Ideals."

"Ideals," he said, elevate, govern and control the individual, as well as society.

Let us get that—that Ideals influence us more than anything. And then let us make an ideal for our business and an ideal for our lives. For your business, why not resolve to have a fine, prosperous, honorable business, dealing in good goods, selling them at a proper profit.

This is a high ideal, well worthy of any one, and it will coin money for you by living up to it. Then proceed to live up to it, and have your help do the same. It won't be easy, for you will many times be tempted to violate your ideal.

Some salesman, for instance, may tempt you to buy a job lot of goods, which are just a leetle off in quality, but much off in price, and he may expatiate eloquently on the fancy profit you will make. It will be hard to hand him the "nix," but you should do so for the sake of your ideal, to keep your goods at the top-notch of excellence.

This policy will take time to build up a reputation for you, but it will accomplish it in time, and it will establish your business on a firm and rock-like foundation, such as nothing else will do.

(*Continued on Page 24*)

GROWERS
AND
PACKERS
OF

Connecticut Shadegrown Wrappers

Florida and Georgia Shadegrown Wrappers

Connecticut Broadleaf

Connecticut Havana Seed

Stripped and Booked Porto Rico Fillers

AMERICAN SUMATRA TOBACCO CO.

131 Water Street **New York City**

WHERE DOES IT GO?

Last year over twenty-five million pounds of TOBACCO—think of it

25,000,000 lbs.

were shipped to this country from Porto Rico. This, of course, has been absorbed by manufacturers of cigars.

WHY DO THEY USE PORTO RICAN?

Because they have found out by experience that the average American smoker wants a Cigar that is mild but at the same time possesses aroma.

This satisfying Cigar has been produced by either using Porto Rican exclusively or by blending it with other Tobacco, as a filler.

THE GOVERNMENT GUARANTEES

now the source of all Tobacco—either in the leaf, scraps, or in Cigars shipped from Porto Rico.

This is done by means of Stamps affixed to every barrel or bale of tobacco and to all boxes of cigars or "little cigars."

HOW TO TELL

CIGARS:

WHITE—Manufactured in P. R. with Tobacco produced in P. R.

BLUE—Manufactured in P. R. with Porto Rican and other Tobacco.

PINK—Manufactured in P. R. with Tobacco not a product of P. R.

TOBACCO:

WHITE—Genuine Porto Rican growth.

BLUE—Mixture of Tobacco grown in P. R. and other countries.

PINK—Tobacco of foreign growth.

For information write or call

GOVERNMENT OF PORTO RICO

Tobacco Guarantee Agency

W. L. Dannahower, Agent

136 Water Street New York City

Telephone John 1379

GOVERNMENT SALE OF CIGARS

Washington, D. C.—Approximately one thousand boxes of cigars are to be offered for sale by the War Department at a surplus property sale to be held at the Army Supply Base, Brooklyn, N. Y., at 10 A. M., Thursday, May 24th.

Of the total offered, 108 boxes of Cuesta Re Regina De La Regina, 1-40's, are stored at the Army Supply Base at Brooklyn. These cigars are in bond, and the purchaser will have to secure and affix necessary Government Revenue Stamps before the material can be removed. There are also offered five boxes of Little Chancellor, 1-20, in bond, stored at the General Intermediate Depot in Washington, D. C. It will be necessary for the purchaser to supply Revenue Stamps for these also.

Besides the above, there are offered, tax paid, the following cigars in the quantities mentioned, all stored at the General Intermediate Depot at Washington, D. C.; 19 boxes of El Roi Tan, Ambassador, 1-20's; 93 boxes of El Roi Tan, Longfellow, 1-20's; 29 boxes of Club House La Preferencia's, also 1-20's; 45 boxes of Little Bobbie cigars, 1-40; 28 boxes of Muriel Peerless, 1-40; 31 boxes of San Felice Exquisitos, 1-20; 447 boxes of Travis Club, Perfecto, 1-40's; and 209 boxes of J. A. Londres, 1-10, Domestic.

Each bidder will be required to deposit with the officer in charge, $200, receiving therefor a numbered paddle, without which no persons or company will be allowed to bid. If no purchases are made, the $200 will be returned.

Twenty per cent. of every accepted bid must be paid in cash or certified check, and the balance within ten days from the date of sale. All property will be sold "as is" at storage point, without warranty or guaranty as to quality, character, condition, size, weight or kind or that the same is in condition or fit to be used. All property will be available for inspection for a period of one week immediately preceding the date of sale.

SPECIAL

The Tobacco Merchants Association has sent out the following special bulletin:

To the Tobacco Trade in the State of Pennsylvania:

We regret exceedingly to advise that the Alexander Bill (House Bill No. 521), to which we have previously directed your attention, has been reported favorably by the House Ways and Means Committee.

As reported by the Committee this measure provides for a 5 per cent. tax on the retail price of cigars and cigarettes, and a 3 per cent. tax on the retail price of all other forms of tobacco.

It is needless to say that every tobacco man in your State should vigorously protest against the imposition of any State taxes on tobacco in addition to the heavy taxes now collected by the Federal Government. Let every manufacturer, jobber and leaf tobacco concern instruct their salesmen to bring this matter to the attention of the trade and urge their customers to write or wire at once to their representatives in the Legislature, protesting agains this unjust tax burden.

If all, or only a large percentage, of the 35 or 40,000 retailers in your State, who can be easily reached through the respective sales forces, should send their protests, this bill will undoubtedly receive its deserving death.

Please act at once and continue your activities until this bill is finally killed.

RELIABLE FIRMS OF
YORK, PENNA.

"Good enough" is not our motto

"The very best," at a reasonable price, is more worthy of your patronage

H. G. BLASSER & CO.
PACKERS AND DEALERS
Leaf Tobacco
FANCY FLORIDA and GEORGIA WRAPPERS
Stripped and Booked Pennsylvania and Ohio Tobaccos
Samples and quotations cheerfully submitted

Robert Schubert Co.
124 MAIDEN LANE, NEW YORK
SUMATRA and HAVANA
York Office, Queen and York Streets

C. S. GABLE
CIGAR MANUFACTURER
Main Factory and Office, Queen and York Sts.
Branch Factories: Strinestown, Pa.; Jacobus, Pa.
Maker of "FORUM" Mild Havana Cigar, "DOUGLAS FAIRBANKS," "CERTIFIED CHECK" and "HAMILTON FISH"

C. H. Plitt Cigar Co.
MAKERS OF
"Casilda" Cigar," 10c and up
"20th Century," 8c "New Century," 8c
CIGARS OF QUALITY

York, Pa., May 12, 1923.

THE cigar factories of York County are far from being busy, in fact most of them are working on short time and with light forces.

It seems to be a matter that is not readily explained. I am asked many times to try to give a reason for the present conditions of the cigar trade, when in nearly every other line of business activity, all factories and mills seem to be crowded with business.

We wonder sometimes, whether the workmen are again making such high wages, that they may have turned again to the very high priced cigars, and are not taking to the medium priced goods. Having followed this cigar game for forty years, we are inclined to believe that it is a fact, indeed, the cigar game is either a feast or a famine. Like the old man once said, "it is a case of having a bowl of soup and no spoon, or having the spoon and no soup." "Es ist inmer epis."

Another pleasant(?) thought for the already troubled cigar manufacturer, when he hears of the high prices paid for the new Sumatra, where does he get off? In trying to use Sumatra on medium priced goods last year, many of them say it was a loosing proposition. How will they be able to meet the new conditions?

The very recent closing of the City Bank at York is also having its effect on trade. It was not necessary to have been a depositor or stockholder of that bank to feel the effect, because most of us had our customers that did deal there, and of course we will all need to practice patience and forebearance in the matter of collections.

Many of the manufacturers and dealers of York County expect to attend the convention of the T. M. A. at Washington, May 15th to 17th, and are looking forward to a visit with the boys, that will be of pleasure and profit to all concerned in this tobacco and cigar game, which after all most of us really enjoy, and with all its faults and ups and downs we love it still.

Quite a number of the members of the York County Cigar Manufacturers' Association visited Harrisburg last week when the Alexander Bill, taxing cigars and cigarettes another five per cent. and tobacco three per cent., came up. They were up there to add

(*Continued on Page 22*)

TADEMA HAVANA CIGARS
Argüelles, Lopez & Bro.
MAKERS
General Office and Factory, TAMPA, FLA.
Eastern Office 222 Pearl St. New York
Warehouse Havana Cuba

"HOOK UP" YOUR BRANDS
WITH NEW TRADE
BY PACKING YOUR CIGARS
IN WOODEN BOXES
WE MAKE GOOD BOXES—TRY US
Windsor Cigar Box Co.
WINDSOR PENNA.

IN answering a new customers question—what's a good cigar? Offer him a Bayuk Product and make him a steady patron.

BAYUK BROS. INC.
Originators of the
BAYUK INIMITABLE BLEND and
BAYUK INCOMPARABLE BRANDS
PHILADELPHIA
New York, 119 Lafayette Street Phone Franklin 3166

York County Items

(*Continued from Page 21*)

their objections to this bill, which if passed will add some more burdens to an already overburdened, taxed to death business.

C. S. Gable is spending several days in the Cumberland Valley, calling on his trade.

A. E. Wallick returned from a business trip to the South and West, and reports trade very quiet.

York City has never had so many new building operations under way at one time as at present. There are a number of large and beautiful buildings going up, with several different sites being bought up to accommodate other handsome structures to be erected in the very near future.

The recent drive for the new Y. M. C. A. building went over big, with about a 10 per cent. margin over the amount asked for, which amount was to be $525,000.

JAY BEE.

NATIONAL EXPOSITION COMPANY WILL BE THERE

Mr. Harry A. Cochrane, president of the National Exposition Company, has arranged for headquarters at the New Willard Hotel during the T. M. A. convention, and both he and Mr. E. D. Selden will be on hand to greet the many friends they both made at the 1923 Tobacco Industries Exposition.

According to Mr. Cochrane, a great deal of space has already been contracted for for the 1924 show, to be held at the Seventy-first Regiment Armory, Park Avenue and Thirty-fourth Street, New York, January 28th to February 2d, and indications are that the 1924 Tobacco Show will be larger and more complete in every way than the previous show.

Mr. Cochrane extends a cordial invitation to all members of the T. M. A. and all other visitors at the convention to call at the National Exposition Company's headquarters for any information they may desire as to what space has already been contracted for, and price, location, etc., of space still available.

T. S. A. HOLDS MEETING

The Board of Governors of the Tobacco Salesmen's Association held its semi-annual meeting during the week of April 28th, and during the meeting announcement was made that the National Council of Traveling Men would co-operate with the Tobacco Salesmen's Association in their fight against the anti-tobacco fanatics at all times.

The Tobacco Salesmen's Association also passed a resolution putting itself on record as being in favor of the next Tobacco Show, which will be held in New York City, in the Seventy-first Regiment Armory, Park Avenue and Thirty-fourth Street, during the week of January 28 to February 2, 1924. There was a fine representation present at the meeting.

MANNIE PEREZ VISITS BOSTON

Manuel Perez, senior member of the firm of Marcelino Perez & Company, who have recently moved their New York offices from 4-6 White Street to 709 Sixth Avenue, is on a short business trip to Boston in the interest of their famous brands, made in bond, "Tuval," "Count Pontchartrain" and "Redencion."

Detroit News

(*Continued from Page 8*)

E. G. Weymouth and A. P. Harvey, from the New York office of the Liggett & Myers Tobacco Company, were here last week on a tour of inspection in the Middle West, checking up conditions on their many brands of cigarettes. Mr. Jones, division manager for the State of Michigan, had the New York gentlemen in tow through the Dynamic City.

Dan Manheimer, of the Imperial Cigar Company, Lancaster, Pa., was on the list of visitors who signed THE TOBACCO WORLD register at Bert Johnson's this week.

Reed Esterbrook, of Esterbrook & Eaton, Boston, Mass., played a return engagement here this week, stopping over for a few hours on his way East.

Ralph Damon, factory representative of Ruy Suarez & Company, manufacturers of the famous "Planco" segars, has returned from a very successful business trip through the western part of the state. Ralph has been conducting a sales campaign on "Planco" segars, through the Worth Cigar Company, his local distributors.

Matt Behrman, who has been associated with the San Telmo Cigar Manufacturing Company, manufacturers of "La Resta," "Court Royal," "Joan of Arc" and "Robert Bacon" cigars, has accepted a position with the Mazer Cigar Manufacturing Company, and will work the State of Michigan on the Mazer products. Matt is one of the old-timers in the cigar game and has many friends in the trade, who will no doubt give him some wonderful support on his new line.

A. Berkowitz, of the Falk Tobacco Company, New York, N. Y., is in our midst for a few days boosting up the sale on "Johnnie Walker" cigarettes. Berk is making the rounds with Dick Tobin, the Michigan Ace of the Falk Tobacco Company. "Johnnie Walker" cigarettes have a very fine distribution here and the reports of the dealers indicate that this brand will be another winner, and Dick is the boy who will do the trick in the Wolverine State.

The Burns Cigar Company have sold their retail stand in the old Whitney Building, 1140 Griswold Street, to H. E. Wilson, who will conduct the business in the future.

C. D. Shelley has accepted a position with the New York & Tampa Cigar Company, of New York. Our friend Shelley will confine his time to Detroit and vicinity, working on the distribution of "Jenny Lind" cigars, through John T. Woodhouse & Company.

Sandy Stuart, of Joseph J. Schaefer, Dayton, Ohio, was on the list of visitors who signed THE TOBACCO WORLD register this week.

Samuel Gilbert, president of the Webster Cigar Company, manufacturers of the famous "Webster" cigars, was a recent visitor to the New York leaf market.

Mark Levine, of H. Duys & Company, New York, N. Y., called on the Detroit manufacturers last week.

George A. Moreland, of Frank P. Lewis Cigar Company, manufacturers of "Emerson," "The Aristocrat of Cigars," has been doing some very effective work on his brand here. George confines part of his time with the sales staff of the Howes-Shoemaker Company, local distributors of the "Emerson" cigar.

(*Continued on Page 24*)

Knowledge

Smokers know Girard. Know its unusual quality and its honest price. They know it is America's biggest cigar value.

You, Mr. Dealer, know it too. All you have to do is cash in on Girard's reputation.

Always have a box of Girards on the counter, where those who know may buy. Then watch your sales jump.

Antonio Roig & Langsdorf
Established 52 years PHILADELPHIA

GIRARD
Never gets on your nerves

MERCHANTS CIGAR BOX CO.
DALLASTOWN, PA.
MANUFACTURERS OF
CIGAR BOXES & CASES
Dealers in Labels, Bands and Edgings
CAPACITY 15,000 DAILY
If It's Wood— We make them. Anything in Cedar, Veneer, Redwood and Imitation.
If It's Prices— We have them. Let us quote you on your need. Line up with a first class boxmaker for your 1923 requirements.
First Class Cigar Boxes Guaranteed

F. LOZANO, SON & CO.
HAVANA CIGARS
TRADE MARK
F. LOZANO
FLOR DE NARVEZ
VICLO
WALLS COURT
EL LESSERO
CALATRAVA
REG. U. S. PAT. OFF.
FACTORY & MAIN OFFICE, TAMPA, FLA.
NEW YORK OFFICE, 437 FIFTH AVE., N. Y.

5c "*Keen Kutter*" 5c

NONE BETTER FOR THE MONEY

¶ Guaranteed to be wrapped with Imported Sumatra and filled with Havana. The best *Nickel* cigar on the market for the money.

Write for open territory to

H. F. MARTIN

YORK :: :: PENNSYLVANIA

The Far-Visioned Cigar Manufacturer

Protects Present and Future Sales

By Packing His Brands In Wooden Boxes

H. E. BAIR & CO.

HANOVER PENNA.

"Quality Cigar Box Manufacturers For More than Fifty Years"

EPCO and EPCO HAVANA FIVES
Cancer Sumatra Wrapped

A DOG-ON GOOD 5¢ CIGAR

You cannot go wrong in handling all or any one of these brands as they are the leading 5 cent cigars.

We are the manufacturers who made it possible for you to buy exceptionally good 5 cent cigars.

East Prospect Cigar Co.

Manufacturers of "Cigars That Sell"

East Prospect : Pennsylvania

SOME TERRITORY OPEN FOR LIVE JOBBERS

DETROIT NEWS

(Continued from Page 23)

The General Cigar Company have been conducting a very effective campaign for the past month on "White Owl" cigars. Two boxes with glass covers and a display card are displayed on the dealer's case, and the sale results have been very satisfactory on this high grade merchandise.

Herbert Weil, vice-president of the Consolidated Cigar Corporation, was a recent visitor to the city of Detroit.

John W. Merriam, of M. Bustillo & Merriam, Tampa, Fla., called on the Detroit clubs and leading retailers last week.

"Popper's Ace" (E. Popper & Co., Inc.) has made a flying start on the Detroit market and is repeating in rapid style. "Aces" is a large corona with quality and aroma, retailing for a dime. The city has been flooded with attractive window displays and the daily newspaper advertising has placed the "Ace" in the smoker's mouth. The Harry W. Watson Company are the local distributors.

R. T. Patterson, of S. Frieder & Sons, Cincinnati, Ohio, importers of "Tiona" Manila cigars, has been in our midst for the past two weeks, working with the sales force of Charles F. Becker Company, on the distribution of "Tiona" cigars, which already enjoy a big sale here.

Now is the time for you to send in your subscription for THE TOBACCO WORLD to be sent to your summer cottage. Have your trade paper there for your Sunday reading matter. Telephone to Cadillac 4370 for subscription blanks.

Yours truly,

Mike of Detroit

BUSINESS BUILDING

(Continued from Page 18)

Smoking is on the increase. That is the official information we hear. This is not counting the ladies, bless their hearts.

This should be mighty interesting to you, for a few years back there was a general tendency the other way.

Not only is smoking on the increase, but there is a constant trend in favor of higher and more expensive qualities of goods. This is a characteristic of all classes of trade, and also a slow, steady and permanent drift. The world is continually asking for "something better," and better goods are coming forth in response to that demand.

This spells Opportunity for you.

If the world wants more goods, and better goods, your course is clear, which is—give the world what it wants.

But don't be in a rush to spend a thousand dollars enlarging and beautifying your store, ordering more expensive goods and doubling your stock. For there is no need of haste, and to act impulsively would merely spell loss to you. In fact, don't do anything at present. Merely put the above facts in your mind and pursue the policy of "watchful waiting."

Think and contrive and plan how you can get your full share of this increase. Watch carefully to see if there is any change in your customers' demands for a little better class of goods, and if so supply this change in a gradual and conservative way.

E. M. FREEMAN WINS FIRST PRIZE IN T. M. A. CIGAR SLOGAN CONTEST

At a meeting of the Cigar Slogan Committee of the Tobacco Merchants Association of the United States held at the offices of the association on Thursday, May 3, the slogan "A cigar, a smile, make life worth while," submitted by E. M. Freeman, of Sidney J. Freeman and Sons, 125 Liberty Street, New York City, was declared the winner of the Cigar Slogan Contest conducted by the T. M. A. and awarded the first prize of $250.

The second prize of $150 was awarded to John D. Aviles, factory office manager of Salvador Rodriguez, Inc., Tampa, Fla., who submitted the slogan, "Man's Boon Companion—The Cigar."

The third prize of $100 went to Manuel L. Perez, of Marcelino Perez & Company, 4 White Street, New York City, for the slogan "Cigars—The Ideal Smoke—The Friendly Gift."

Twenty-two of the twenty-five members of the committee, embracing all branches of the cigar business were in attendance at the meeting, which was presided over by Mr. C. R. Sherlock, vice-president of the United Cigar Stores Company, its chairman.

All phases of the subject came up for consideration and discussion, and the keenest of interest was manifested in the matter of obtaining a suitable slogan for the cigar trade.

While the Committee found that the three prize-winning slogans are, respectively, the first, second and third best of all slogans submitted in the contest, it is with keen disappointment and with profound regret to all that the entire list of slogans has failed to present a single slogan which, according to the unanimous judgment of the committee, meets the test that a permanent national slogan for the cigar industry should meet.

In view of this situation it was unanimously decided that the organization of the Slogan Committee be continued, and that a sub-committee of advertising specialists be appointed for the purpose of endeavoring to frame a desirable slogan to be submitted to the full committee as soon as practicable.

The following were accordingly appointed as such sub-committee:

Frank W. Harwood, Advertising Manager of the General Cigar Co., New York, Chairman;
Charles H. Eyles, President, the Richard A. Foley Advertising Agency, Philadelphia, Pa.;
F. J. Ross, President, F. J. Ross Company, Inc., New York;
George C. Sherman, President, Sherman & Lebair, Inc., New York;
C. R. Sherlock, Vice-president of the United Cigar Stores Company, New York.

TO SMOKE ON NEW YORK STREET CARS

Permission has been granted by the Transit Commission to, Job Hedges, receiver for the New York Railways Company, to allow smoking on the circular rear seat in the centre entrance surface cars operated in New York City, during the period that the windows of the cars are opened during the warm weather. This privilege is to be withdrawn when the windows are closed on account of the cool weather in the fall. This is an indication of the splendid broadmindedness of the Commission and should not work a hardship or be a nuisance to anyone.

BOX SALES

The standing of a cigar in popular favor is indicated by the number of smokers who buy a box at a time.

Blackstones in boxes of fifty and in pocket packs of ten and five move freely wherever the brand is established.

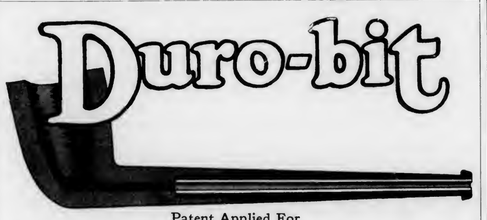
Long Havana filler, imported Sumatra wrapper. Forty years of high repute and consistent advertising have gained it recognition as a gentleman's cigar.

Blackstone

2 for 25¢ CIGARS Also makers of TOTEM 8¢ cigar

WAITT & BOND, Inc., Newark, N. J.

Duro-bit



Patent Applied For

Mouthpiece Reinforced with Aluminum Tube from Tip to Tip

ABSOLUTELY UNBREAKABLE

WDC TRADE MARK "Pleasing to the Tongue" WDC TRADE MARK

CLEAN—COOL—SANITARY

ALUMINUM IS MOLDED IN THE BIT

THE BIT CANNOT BREAK AT ANY POINT

Made in all popular shapes to retail at 50c, 75c, and $1.00

Sold in Attractive Display Assortments

WM. DEMUTH & CO., NEW YORK

World's Largest Makers of Fine Pipes

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

TRUMBULL STEEL:—43,189. For cigars, cigarettes and tobacco. April 20, 1923. F. M. Howell & Co., Elmira, N. Y.

RADIOFANS:—43,190. For all tobacco products. April 23, 1923. The Moehle Litho. Co., Brooklyn, N. Y.

CHICAGO TRAFFIC CLUB:—43,193. For all tobacco products. April 23, 1923. Moehle Litho. Co., Brooklyn, N. Y.

SOBRINOS de GARCIA:—43,194. For cigars. April 23, 1923. Grommes & Elson, Chicago, Ill.

TIA de GARCIA:—43,195. For cigars. April 23, 1923. Grommes & Elson, Chicago, Ill.

EGYPTIAN MYSTERY:—43,196. For cigarettes and tobacco. April 12, 1923. Anthony Coulapides, New York, N. Y.

ALY ZAMAN:—43,197. For cigarettes and tobacco. April 12, 1923. Anthony Coulapides, New York, N. Y.

BLOSSOM TIME:—43,200. For all tobacco products. April 26, 1923. The Moehle Litho. Co., Brooklyn, N. Y.

GRANT HIGHWAY:—43,201. For all tobacco products. March 20, 1923. The Moehle Litho. Co., Brooklyn, N. Y.

LORNA DOONE:—43,202. For cigarettes and tobacco. April 26, 1923. Chas. J. Stanley, St. Louis, Mo.

RADIOLITE:—43,203. For all tobacco products. April 28, 1923. The Moehle Litho. Co., Brooklyn, N. Y.

APPROBATION:—43,204. For cigars, cigarettes and tobacco. April 28, 1923. F. M. Howell & Co., Elmira, N. Y.

TALLY-HO COUNTRY CLUB:—43,205. For cigars, cigarettes and tobacco. April 16, 1923. Geo. Gross, New York, N. Y.

PRAIRIE FARMER:—43,208. For all tobacco products. April 20, 1923. Levi S. Levor, Attica, Ind.

SHEPHERD'S MAID:—43,209. For cigars. April 30, 1923. Mehl Leaf Tobacco Co., Peoria, Ill.

SELECT BINDER:—43,210. For cigars, stogies, little cigars and cheroots. April 27, 1923. Frank J. Roeser, St. Louis, Mo.

MINSON:—43,214. For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. April 6, 1923. J. W. Minnich, Son & Co., Inc., Dallastown, Pa.

MULCIBER:—43,215. For cigars, cigarettes and tobacco. May 2, 1923. F. M. Howell & Co., Elmira, N. Y.

JUAN MARIE:—43,216. For cigars, cigarettes and tobacco. May 3, 1923. F. M. Howell & Co., Elmira, N. Y.

MOHANT:—43,217. For cigars, cigarettes and tobacco. May 7, 1923. F. M. Howell & Co., Elmira, N. Y.

QUEEN LOS:—43,218. For all tobacco products. May 2, 1923. Geo. Schlegel, Inc., New York, N. Y.

TRANSFERS

NENITA:—22,173 (Tobacco Leaf). For cigars, cigarettes and cheroots. Registered November 7, 1901, by El Alba Cigar Co., Tampa, Fla. Transferred to Jose M. Gregory & Co., Tampa, Fla., and re-transferred to Morgan Cigar Co., Tampa, Fla., August 20, 1906.

JAMES LICK:—42,918 (Tobacco Merchants Association). For all tobacco products. Registered November 24, 1922, by American Box Supply Co., Detroit, Mich. Transferred to James Lick Cigar Co., Detroit, Mich., and re-transferred to Buehler Leaf Tobacco Co., Detroit, Mich., March 31, 1923.

RADIOWLS:—43,151 (Tobacco Merchants Association). For all tobacco products. Registered March 26, 1923, by The Moehle Litho. Co., Brooklyn, N. Y. Transferred to the General Cigar Co., New York, N. Y., April 26, 1923.

INCOME:—25,949 (Tobacco World). For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Registered May 2, 1913, by The Moehle Litho. Co., Brooklyn, N. Y. Transferred to Central Cigar Box Co., St. Louis, Mo., April 25, 1923.

HAVANA CODE:—29,823 (Tobacco World). For cigars, cigarettes, chewing and smoking tobacco. Registered February 21, 1914, by The Moehle Litho. Co., Brooklyn, N. Y. Transferred to Central Cigar Box Co., St. Louis, Mo., April 25, 1923.

SERVICE BOND:—40,585 (Tobacco Merchants Association). For all tobacco products. Registered March 30, 1918, by The Moehle Litho. Co., Brooklyn, N. Y. Transferred to Central Cigar Box Co., St. Louis, Mo., April 25, 1923.

EL BERCO:—36,657 (United Registration Bureau). For cigars, cigarettes, cheroots and tobacco. Registered June 3, 1911, by the American Litho. Co., New York, N. Y. Transferred to H. & S. C. Bercovich, Oakland, Cal.

EL BERKO:—36,658 (United Registration Bureau). For cigars, cigarettes, cheroots and tobacco. Registered June 3, 1911, by the American Litho. Co., New York, N. Y. Transferred to H. & S. C. Bercovich, Oakland, Cal.

ATABOY:—39,649 (Tobacco Merchants Association). For cigars. Registered April 6, 1916, by Hilson-Schloss, Inc., New York, N. Y. Transferred by Hilson-Reis Cigar Corporation, successors to Hilson-Schloss, Inc., to Earl Cigar Co., York, Pa., May 3, 1923.

GLORDINA:—41,308 (Tobacco Merchants Association). For all tobacco products. Registered August 1, 1919, by Hilson-Schloss, Inc., Mt. Carmel, Pa. Transferred by Hilson-Reis Cigar Corporation, New York, N. Y., successors to Hilson-Schloss, Inc., to A. Kauffman & Bros., York, Pa., May 3, 1923.

TWO MEMBERS OF THE PRESIDENT'S CABINET AT T. M. A. CONVENTION

A special meeting of the Executive Committee of the T. M. A. was held at the offices of the association Tuesday, May 2d, for the purpose of discussing and completing final arrangements for the National Convention, to be held at the New Willard Hotel, Washington, D. C., on May 16th and 17th next.

The committee gave special attention to the program for the convention and banquet, and it was subsequently announced that two members of President Harding's cabinet will speak at the convention.

According to the announcement made by Charles Dushkind, managing director of the association, the Hon. Herbert Clark Hoover, Secretary of Commerce, will address the convention at the opening session, while the Hon. Henry Cantwell Wallace, Secretary of Agriculture, will speak at the banquet scheduled for the evening of the first session day.

It was also announced that Herbert Kaufman, the famous writer, philosopher and poet, will speak at both the group meeting of cigar manufacturers and the banquet.

General Herbert Mayhew Lord, Director of the Budget; Major General Frank McIntyre, Chief of the Bureau of Insular Affairs; the Hon. Joseph E. Davies, former Chairman of the Federal Trade Commission, and Aaron Sapiro, organizer and counsel of the various tobacco growers' co-operative associations, will also speak at the banquet.

Other dignitaries are expected to accept invitations within the next few days.

H. H. Shelton, of Washington, D. C., one of the T. M. A.'s vice-presidents, will act as toastmaster at the banquet.

It is announced that arrangements will be made for the entertainment of ladies in the boxes, where refreshments will be served during the speeches at the banquet.

Another announcement of special interest to New York and Pennsylvania delegates is that a special section of the Congressional Limited leaving on the 15th of May has been reserved by the T. M. A. for their convenience.

"JEAN VAL JEAN" WILL COME BACK

The once popular "Jean Val Jean" cigar, the manufacture of which was discontinued some time ago on account of Dave Saqui joining another firm, will again be placed on the market in a short time. This cigar will be manufactured under the firm name of Dave S. Saqui, Incorporated, at 145 Greene Street, New York City, and it is felt the reappearance of this fine brand will be eagerly awaited by its old friends.

CIGAR BOXES

Dependable service—Quality packages—to meet any requirement in the Wooden Containers for Cigars

The WOODEN package is the retainer of AROMA from Factory to Consumer

The Buckley Cigar Box Co., 24 Vine St., DESHLER, OHIO.

The Buckley Box Co., 1106 West Town St., COLUMBUS, OHIO.

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
WESTERN REPRESENTATIVE:
PAUL PIERSON
139 North Clark Street, Chicago, Ill.
Cigar Labels, Bands and Trimmings of Highest Quality

OSCAR PASBACH, Pres. J. A. VOICE, Secy. & Gen'l. Manager
PASBACH - VOICE
LITHOGRAPHING CO. INC.
ART LITHOGRAPHERS
GRAND STREET AND MORGAN AVENUE
BROOKLYN, N. Y.
"We have just completed five very beautiful designs of labels, consisting of original designs and titles for sale with exclusive rights throughout the entire United States. Deliveries can be made immediately."

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
2309 Russell Street Detroit, Mich.
Corner of Grotiot Street
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

SINCE 1870
CIGAR BANDS CIGAR LABELS
SPECIAL PROCESS
WM. STEINER SONS & CO.
257-265 W. 17th St. - New York City
Sole Distributors for New Model Cigar Banding Machine for Ungummed Bands

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

The Celebrated Dill's Best
Long Cool Smoke
Dealers CAN NOW GET DILL'S BEST SMOKING TOBACCO THROUGH ANY REGULAR JOBBER
J. G. DILL CO.
RICHMOND, VA.
Manufacturers of HIGH GRADE SMOKING TOBACCO.

MOZART is an uncommonly mild cigar of Havana fragrance —beautifully made and ably supported by an uncommonly fine campaign of advertising.

Mozart belongs to the "Consolidated" family of

Better Cigars
Better Known

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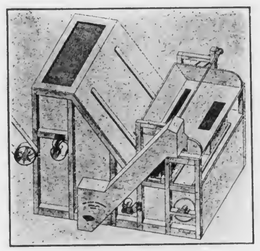
VOLUME 43 NO. 1

THE TOBACCO WORLD

JOHN H. BAKER
SCRAP CUTTER
AND
SEPARATOR



A Scrap Cutter and Separator that really does separate

Write for descriptive matter and new price

Cigar Manufacturers Making Short Filler

CIGARS

Will do well to try our

Blended Scrap Havana Aroma

On the market since 1902

Twenty years giving satisfaction right along

HAS A FINE AROMA

CAN'T TELL IT FROM THE REAL HAVANA

Write for sample and price

Baker Tobacco and Cigar Machinery Company

YORK, PENNA.

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST. PHILA., PA.

THE WOODEN CIGAR BOX
AN AID TO SATISFACTORY SELECTION

Shape as well as color and size are very important considerations in the selection of cigars by the smoker. In the Wooden Cigar Box it is easy for the purchaser to note these characteristics and make his choice accordingly. Not so in the case of substitute containers. All he sees is the ends of the cigars, which tell him very little. Displaying the full length of the cigars is one of the most important reasons why Wooden Cigar Boxes are infinitely superior in aiding proper selection.

SIX REASONS WHY WOODEN CIGAR BOXES ARE BETTER

1. IDEAL DISPLAY: Compact, varied and eye-catching window and counter displays are most easily gotten with Wooden Cigar Boxes. With a little imagination you can show all kinds of effects and combinations with Wooden Cigar Boxes. Wooden Cigar Boxes do not have to be juggled for striking displays; they only need to be arranged.
2. CONVENIENT: Practically all cigar store windows and show cases are particularly designed for the showing of Wooden Cigar Boxes. They permit the use of all the space. No space wasted. No time lost.
3. BETTER PRINTING: There is no comparison between Wooden Cigar Boxes and substitute containers when it comes to beauty of printing and lithography. You can do almost anything with wood, while the possible treatments of other kinds of packages are very limited.
4. PERFECT AGING: Cigars age normally in wood, retaining their natural aroma from factory to smoker.
5. SATISFACTORY SELECTION: A smoker likes to see the whole length of a cigar in the box. He wants to compare the size, shape and color of the various brands and types you show him. Another point where a Wooden Cigar Box always wins the approval of the smoker.
6. NATURALNESS: Cigars are a vegetable product and belong in Wooden Cigar Boxes. Cigars from Wooden Boxes please the smoker most because the wood adds a mellowness and richness to the qualities with which the cigar has already been endowed by Nature.

Ask the manufacturer of Quality Cigars why he uses Wooden Boxes. He has learned they have no substitute.

THE BEST CIGARS ARE PACKED IN WOODEN BOXES

"BEST OF THE BEST"

OPTIMO CIGARS — VERY MILD

Manufactured by **A. SANTAELLA & CO.**
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

FOR REAL ENJOYMENT SMOKE
La Habanera Cigars
Leading 7 Shapes
WASHINGTON INVENCIBLES — CORONA CHICA ROTCHILDS LONDRES — SENADORES VICTORIAS

Fine genuine Porto Rican cigars, being manufactured by Messrs. Infanzon & Rodriguez, the oldest cigar factory in Porto Rico. Fully protected by Government guarantee stamp of identification. Samples submitted to responsible concerns only. Prices on application.

Address your communications to
MR. WM. RODRIGUEZ, c/o Export Department,
Box 253, San German, Porto Rico.

LA PALINA
IT'S JAVA WRAPPED
CIGAR
The pioneer Java wrapped cigar and to-day the *finest* Java wrapped cigar that you can offer to your customers.
More than one hundred and fifty million sold yearly.
CONGRESS CIGAR COMPANY
Philadelphia

BETTER HURRY
and learn how much better your cigars look when packed in boxes made by us. The quality of the boxes adds an air of elegance to the cigars.
MONROE JARRETT SONS
MANUFACTURERS OF CIGAR BOXES
S.W. COR. RANDOLPH & JEFFERSON STREETS
PHILADELPHIA, PA.

To Whom It May Concern:

To the right you see the LIBERMAN POWER SCRAP BUNCH MACHINE which has for more than a year been working successfully in many high grade cigar factories.

You can LEASE or BUY it with Service Guaranteed.

It makes Perfect Bunches of any size and shape—out of any size scrap.

Its daily production is 4000 to 7000 Bunches—depending on the speed of the operator.

The latest improved model is Simple in Construction and does not require a mechanic to adjust and keep in order.

FULL PARTICULARS ON APPLICATION

LIBERMAN MANUFACTURING CO.
N. W. Cor. 20th St. and Allegheny Ave.
PHILADELPHIA, PA., U. S. A.

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Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

FOR SALE

FOR SALE—ONE COMPLETE SET NEWTON-STOAKES LETTERING PENS, with inks and complete instructions for making nifty show cards and price tickets. Absolutely new. Address Box 451, care of "The Tobacco World."

BUSINESS OPPORTUNITY

MODERN EQUIPPED FACTORY. Desirably located, State of Pennsylvania. Steam heated. Capacity 100,000 minimum, 200,000 maximum. Producing good workmanship. Scale of price right for 10-cent line. Actively operating at present with good organization. Rent reasonable. Further details on inquiry. Address Box 454, care of "The Tobacco World."

WANTED

OLD-ESTABLISHED, SMALL MANUFACTURING BUSINESS abroad, capable of great development, requires an executive to take full charge. Experience all phases of manufacturing, marketing cigars, cigarettes and smoking tobacco desired. Apply, giving record and salary required, to M. K., care of Vredenburgh-Kennedy Co., 171 Madison Ave., New York.

SITUATION WANTED

A CAPABLE CIGAR FACTORY EXECUTIVE AGGRESSIVE with initiative and executive ability to handle large factory or factories, capable of starting chain of factories; will be open for position shortly. Address Box Z, care of "The Tobacco World."

The Tobacco World

Established 1881

VOLUME 43 JUNE 1, 1923 No. 11

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

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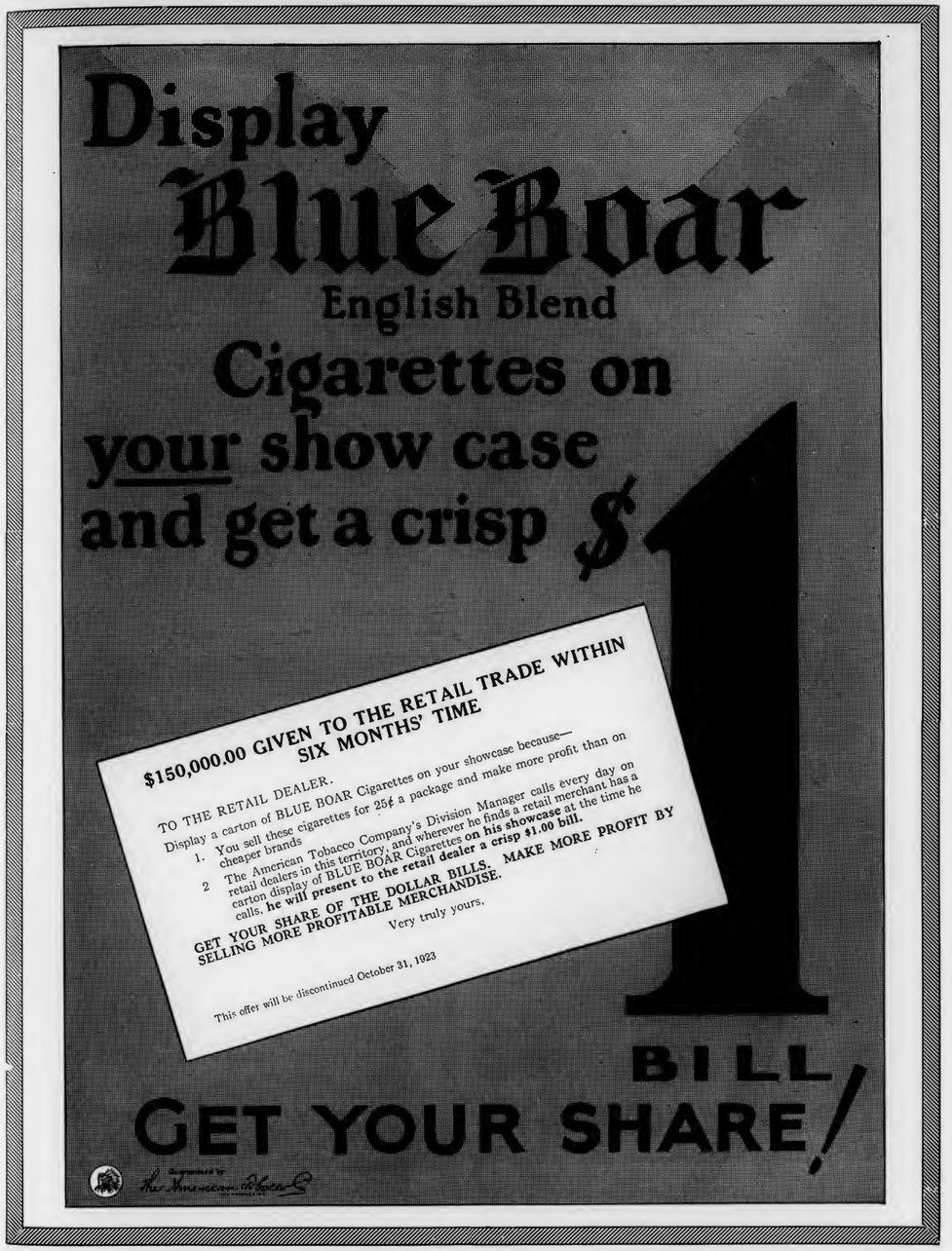
PRICE: United States, Canada, Cuba and Philippine Islands, $2.00 a year. Foreign, $3.50.

Harry Blum's

NATURAL BLOOM
QUALITY CIGARS

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York


Display
Blue Boar
English Blend
Cigarettes on
your show case
and get a crisp $1 BILL
$150,000.00 GIVEN TO THE RETAIL TRADE WITHIN SIX MONTHS' TIME
TO THE RETAIL DEALER.
Display a carton of BLUE BOAR Cigarettes on your showcase because—
1. You sell these cigarettes for 25¢ a package and make more profit than on cheaper brands
2 The American Tobacco Company's Division Manager calls every day on retail dealers in this territory, and wherever he finds a retail merchant has a carton display of BLUE BOAR Cigarettes on his showcase at the time he calls, he will present to the retail dealer a crisp $1.00 bill.
GET YOUR SHARE OF THE DOLLAR BILLS. MAKE MORE PROFIT BY SELLING MORE PROFITABLE MERCHANDISE.
Very truly yours,
This offer will be discontinued October 31, 1923
GET YOUR SHARE!
The American Tobacco Co.

MADE-IN-BOND AT TAMPA

Good business sense has made it both necessary and profitable for every retailer to carry at least one brand of guaranteed Clear Havana Cigars.

The Made-in-Bond Stamp is the U. S. Government Guarantee that TUVAL cigars are manufactured entirely of imported Havana leaf.

Two generations of clear Havana cigar manufacturing by Marcelino Perez & Co., have won for TUVAL the respect and confidence of the lovers of good cigars.

Marcelino Perez & Co.
4-6 White Street, New York City

A Definite Aid to Increased Cigar Sales
IS THE
WOODEN CIGAR BOX
We offer a Quality Product Combined with Service
YORK CIGAR BOX COMPANY
COR. HOWARD & MASON AVENUES
YORK, PA.

La Flor de Sanchez Y Haya
THE OLD RELIABLE BRAND OF
CLEAR HAVANA CIGARS
Ignacio Haya
THE ARISTOCRAT OF
THE HAVANA FAMILY
MANUFACTURED BY
SANCHEZ & HAYA CO.
FACTORY No. 1 TAMPA, FLORIDA

LA MEGA
Clear Havana Cigar
MADE-IN-BOND

LA MEGA is made only in the finer grades.
More than 50 shapes and sizes to select from.
Prices and terms cheerfully furnished upon application.
V. GUERRA, DIAZ & CO.
TAMPA, FLA.

"NEW SOUTH"
"A GOOD 5c CIGAR!"

MORE than one customer has made this remark after smoking a **"NEW SOUTH"**. The demand for this Cigar with its steady duplication convinces us that the smoker appreciates the value-giving quality of this brand.

"NEW SOUTH" offers a legitimate profit to the jobber and retailer, and we still have some territory open for those "Live Wires" who want a good five-cent cigar for their trade.

It costs you nothing to write us, and it may prove to be a profitable stroke of business.

CURRY & SMITH
ORLANDO - - FLORIDA

Volume 43 **THE TOBACCO WORLD** Number 11
Established 1881
A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade
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EDITORIAL COMMENT

THE endorsement by pipe manufacturers of the idea of National Pipe Week, and the setting of the date for June 23d to 30th is provoking favorable comment throughout the wholesale and retail trade.

The success of this movement depends upon focusing the attention of the smoker on the PIPE during that week. This will be done by publicity in the newspapers, and by thousands of window trims and store displays throughout the United States.

Time was when the pipe was reserved exclusively for the home or office, or both. More particular smokers seldom used it in public. The past ten years, however, have seen a great change take place. Finer pipes with new features have added a host of recruits and from a production of 134,000,000 pounds in 1903, the sales of smoking tobacco increased to 257,000,000 pounds in 1918, the high-water mark.

Prejudice against the pipe has practically disappeared. You will find them in the club car of every limited train, you will see them in the clubs and on the street. Coming from Montclair in the crowded smoker one morning 75 per cent. of the men were puffing pipes. We put it mildly when we say we were surprised at the popularity the pipe enjoyed.

National Pipe Week can be made to mean something in dollars and cents to every jobber and retailer in the country. Nothing worth while succeeds without effort, but the retailers of the country can put forth this effort—if they will—and reap a reward that will be proportionate.

Attractive window displays constitute an important factor. Clean, good-looking pipes, properly displayed in the case or on the counter, help sales tremendously. Above all, the interest and enthusiasm of the proprietor or clerk is most necessary.

Since the pipe manufacturers of the country are lending their co-operation to this movement for a National Pipe Week, the jobber and retailer should take advantage of every opportunity which they offer to aid in publicity and display.

There is ample time before June 23d to prepare a stock of pipes suitable for your trade, and to arrange for their display. If you haven't a good line of pipes, see your jobber or consult the trade paper advertising columns.

By all means, Mr. Retailer, get behind National Pipe Week, and help the trade put it across—BIG!

PROBABLY nothing in the past decade has done more to weld the tobacco industry and its branches into a progressive organization than the recent National Convention held under the auspices of the Tobacco Merchants Association in Washington last week. In point of interest it exceeded any previous gathering, and its attendance established a record. Some of the best minds of the industry were present to participate in the discussion of the various trade problems and to assist in arriving at satisfactory solutions.

The prevailing enthusiasm, the good-fellowship and withal the evidence of a sincere desire to aid the progress of the industry, impressed upon us the belief that conventions of this character should be held at regular stated intervals. The personal touch is necessary to bring about sincere co-operative effort on the part of the trade itself, and its branches.

There can be no question but what a tremendous amount of good will result from this great gathering in Washington. Not in a day, or a month, perhaps, will the effect of this convention be felt, but over a period of time beneficial results will be apparent to all.

Several men who had travelled more than a thousand miles expressed themselves as fully repaid for the trip because of the privilege it afforded of meeting other members of the industry.

As we have said before, there must be a wider range of acquaintanceship in the trade before complete co-operative effort and support will be secured. Unquestionably a great step toward this end has been taken through this last convention.

Especially are the thanks of the industry due to Managing Director Dushkind for the splendid manner in which the convention functioned, and to whose efforts the record attendance must be credited.

(*Continued on Page 20*)

TAMPA

Tampa Optimistic Over Results of T. M. A. Convention—Also Jubilant Over Ruling Against Misbranding

Tampa, Fla., May 26, 1923.

THE impression created among the cigar manufacturers of Tampa by the labors of the Tobacco Trade Convention, held at Washington on the sixteenth and seventeenth of the present month, is that it has fulfilled its purposes, and that the tobacco industry will be greatly benefited by the brilliant ideas therein expressed, and the practical resolutions adopted for the betterment of the several branches of the industry so ably represented at that gathering.

The most conspicuous feature of the reunion, as far as the cigar branch is concerned, was the masterpiece of oratory from Mr. Herbert Kauffmann, which embraced nearly all of the problems affecting the cigar manufacturing and its welfare, shedding bright light on the clouds that surround the future of the industry, and pointing out the remedy for many of the ills that at present afflict the body industrially. Mr. Kauffmann has well earned the admiration and gratitude of all cigar manufacturers laboring for the solution of the arduous problems of their industry, to which the speech of Mr. Kauffmann is like a beacon light to guide their thoughts and actions towards safety and success.

What seems to be the most practical resolution taken at the convention, in the estimation of many manufacturers, is the appointment of a standing committee to study the conditions of the cigar industry, and propose measures to cope with every problem involved, at future conventions. Under the circumstances, no more could be accomplished at this gathering, but it cannot be doubted that the systematic work of a group of master minds set together to accomplish a common purpose will bring enough constructive material to the next convention to set the machinery of the cigar industry on solid foundation not yet attainable.

Another topic of comment for our manufacturers was the ruling of Magistrate Simpson, in the Commercial Frauds Court on May 5th, in the case against the Phœnix Cigar Corporation, of New York City, brought about by complaint of the American Fair Trade League, charging that concern with unduly using the term "Mild Havana" on their boxes. The magistrate has condemned the practice and remanded the defendant to the Court of Special Sessions. In his decision the magistrate endeavors to brand the use of the term "Mild Havana" as fraudulent, when used for describing cigars not entirely composed of imported Havana tobacco.

It is a well-known fact that the name "Havana" is grossly abused by unscrupulous persons manufacturing cigars with not a particle of Havana tobacco in their making; and to this would be justly applied the stigma of fraudulent, deceptive, misleading, etc., but it is also a fact that genuine Havana cigars are described as "Clear Havana," and none of that class of manufacturers ever use the term "Mild Havana" for their goods. Furthermore, the trade, as well as the public, knows by long usage that the term "Mild Havana" is applied to cigars partially made of Havana tobacco, mixed with other tobacco, mostly Porto Rico and Connecticut, in the same manner as Turkish cigarettes are made of Turkish and American tobacco.

The outcome of the controversy in the courts about this question is watched with great interest by the manufacturers of the various grades of cigars; for it may affect many of them, and have a long and hurting range of action, with doubtful advantages for those initiated in the terms of long standing with the cigar trade, which are the majority of the smokers.

Other interested observers of the various controversies and evolutions in the cigar industry are the pipe manufacturers and dealers. The pipe, from time immemorial, has been the silent partner of the cigar. It has had an important part to perform in peacemaking among belligerent Indians, and it holds its importance to our days in times of disturbance, be these wars, strikes, or mind or purse tribulations combined at times. Be what it may, the fact is that the pipe preserves its usefulness, and is able to hold its own even in cigar-making centers like Tampa, where a number of them are sold for special occasions by dealers handling smoking articles.

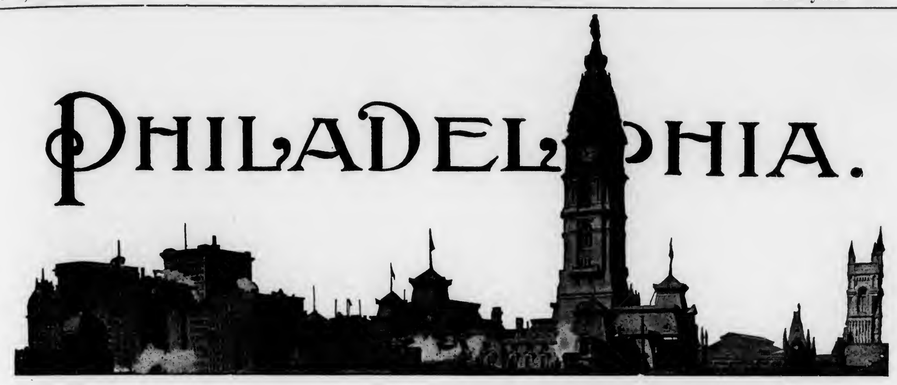
The factory of Fernandez Brothers has been moved to a new location on Fourteenth Avenue and Seventeenth Street, where they will have ample space to accommodate their growing business.

Francisco Garcia, head of F. Garcia & Brothers, Inc., has paid a short visit to the factory and returned to New York, where his presence is needed at the office. The local manager, Francisco Fernandez, is having everything running smoothly, thus leaving Mr. Garcia free to turn his attention to the cares of his main office.

Manuel Garcia, resident partner of Perfecto Garcia & Brothers, while still having fresh in his mind his recent experience when marooned on board of the steamer "Governor Cobb" on his last trip from Cuba, has to return to the island in a hurry, on account of a

(*Continued on Page 22*)

PHILADELPHIA.



ALEXANDER BILL SQUELCHED

The Alexander Bill, which was to place a five per cent. tax on cigars and three per cent. on manufactured tobacco and snuff, was defeated in the House of Representatives at Harrisburg, on May 14th. A luncheon was held in the Bourse at noon on the 14th, and the Alexander Bill was discussed, and urgent action was requested of all those present to defeat this measure. Immediately following the meeting a committee met and a resolution was drawn up and forwarded to representatives at Harrisburg, voicing the protest of the Philadelphia manufacturers, jobbers and leaf tobacco dealers against this bill.

The following firms were represented at the luncheon: Bayuk Brothers, Bobrow Brothers, Congress Cigar Company, A. R. Cressman's Sons, O. Eisenlohr and Brothers, Eiseman Cigar Company, G. H. P. Cigar Company, Juan F. Portuondo Cigar Company, A. Roig and Langsdorf, M. D. Neumann and Company, Sig C. Mayer and Company, Duncan and Moorhead, T. H. Hart Company, A. B. Cunningham and Company, H. D. Narrigan and Company, Dusel, Goodloe and Company, M. J. Dalton and Company, E. Cohen and Son, Charles Krull, Frings Brothers, J. Wagner and Son, P. F. Murphy and Company, Bucher and Boheim, Valenchik Brothers and C. Hipple and Brother.

CARLISLE BACK ON THE JOB

The Bayuk Booster for Northern Pennsylvania and New York, Joe Carlisle, who has been laid up for several months on account of an accident at Scranton, is back on the job again and hitting on all four. Joe has started out again in Buffalo and will make the rounds in due time.

John A. Campbell, of the American Box Supply Company, of Detroit, Mich., stopped off in Philadelphia for a visit on his way back home from the T. M. A. Convention, in Washington.

I. M. Jacoby, of Meyer and Mendelsohn, leaf tobacco merchants of Water Street, New York City, visited Philadelphia last week.

Bernard Liberman, of the Liberman Manufacturing Company, and Mrs. Liberman are on a trip through Connecticut, celebrating the twenty-fourth anniversary of their marriage.

HALPERN ASSETS TO BE DISPOSED OF

Notice has been sent out that the machinery, stock and equipment of the cigar factories of the Halpern Cigar Manufacturing Company will be sold at public auction by the receiver on Monday, June 4, at 1 P. M., daylight saving time, at Lititz; and on Tuesday, June 5, 1923, at 10 A. M., daylight saving time, in Philadelphia, Pa., at 37 North Second Street. The sale will be made subject to the approval of the court, and application for such approval will be made before Walter C. Douglas, Jr., Referee in Bankruptcy, at his office, No. 601 Stephen Girard Building, Philadelphia, Pa., on Tuesday, June 5, at 3.30 P. M., daylight saving time. Full particulars may be obtained from Samuel T. Freeman and Company, Auctioneers, Philadelphia, Pa.

CONVENTION JOTTINGS

Charles J. Eisenlohr and Ben Lichty were prominent figures in evidence at the business sessions.

Samuel Bayuk, resplendent in golfing togs, adorned the lobby of the Willard at various hours. Harvey L. Hirst attended the business sessions.

Willis Andruss, of "La Palina" fame, accompanied by Will Paley, enjoyed both the business and social sessions.

W. F. Pike, of Bobrow Bros., was an attentive delegate who participated in the various convention activities.

Joseph F. Gallagher, of Allen R. Cressman's Sons, was among the early arrivals on the Congressional.

Paul Brogan, president of Dusel, Goodloe & Company, breakfasted at the Lee House. He was also registered there.

Charles H. Eyles, of the Foley Ageney, took an active interest in the progress of the business sessions.

J. Reynolds Brady, Pennsylvania representative of the American Box Supply Company, Detroit, Mich., motored to the convention with his family. Rumor has it that he could not find the Union Station after he got there.

THE CONVENTION AT WASHINGTON

THE assembly of the tobacco industry in Washington was marked not only for the varied branches of the industry represented but for the geographical representation as well. The number in attendance reached the high water mark in tobacco trade gatherings. Enthusiasm was high and everything ran smoothly.

The convention was called to order promptly at the appointed time by managing director, Charles Dushkind, and he immediately appointed a committee, composed of Mr. Charles Eisenlohr and Mr. Julius Lichtenstein, to escort the president, Mr. Jesse Bloch, to the chair.

The report of the committee on rules was then called for, and read by Mr. Asa Lemlein. His report was immediately adopted and the following persons were appointed by Mr. Dushkind to act as secretary at the group meetings to be held in the afternoon of the first day's session: Cigar Group meeting, P. V. Hoyle; Leaf Tobacco Group meeting, T. F. Sullivan; Jobbers' Group meeting, S. L. Henderson.

Secretary of Commerce Herbert Hoover was the first speaker on the program and was received with great enthusiasm. Mr. Hoover emphasized the fact that the Department of Commerce desired to be of assistance to the business men of the country in every way possible and urged that they be called upon to help solve some of the problems of the tobacco industry. President Bloch then read his address, which has been distributed to the trade in pamphlet form. The meeting then adjourned until 2.30 in the afternoon, when the various group meetings were scheduled.

Jobbers' Meeting

The chairman of this meeting was E. Asbury Davis and he called upon Joseph E. Davies, former chairman of the Federal Trade Commission, and he reviewed the situation past and present in regard to what was being done to bring about better conditions by the jobbers. There was a very interesting and free discussion of the many problems before the trade and the following resolution, which was offered by Mr. Dushkind, was adopted by the meeting:

"WHEREAS, under the rules promulgated by the Prohibition Department, the quantity of liquor that wholesale druggists are permitted to sell is based upon the total volume of drug business, which, according to the ruling of the Department, includes also sales of tobacco products, and

WHEREAS, by reason of said ruling there has developed the practice of selling staple brands of cigars, cigarettes, or tobacco at, or below, cost by wholesale druggists, who are engaged also in the liquor business, for the purpose of enlarging their volume of business in order to secure permits for the sale of increased quantities of liquor, and

WHEREAS, the practice of vastly enlarging the whiskey business at the expense of the tobacco business not only violates the spirit of the statute, but must eventually bring disaster and ruin to every legitimate tobacco merchant in his community, and certainly constitutes an evil which the tobacco trade should not allow to pass unchallenged,

NOW, THEREFORE, the National Wholesale Tobacconists Committee, in Convention assembled in Washington, D. C., on May 16, 1923, earnestly protests against said rule or regulation whereby druggists are enabled to increase their volume of liquor business at the cost of demoralizing the tobacco business, and respectfully petitions the Prohibition Department to revise its rules and regulations so as to eliminate and exclude tobacco products as a basis for computing volume of business, for the purpose of fixing the allotment of liquor permits to be issued to druggists, AND BE IT

FURTHER RESOLVED that the Secretary be and hereby is authorized, empowered, and directed to present these resolutions to the Federal authorities having jurisdiction in the premises."

Cigar Manufacturers' Meeting

Mr. Henry G. Wemmer, of Deisel-Wemmer Company, was chairman of this meeting and the chief speaker of the afternoon was Mr. Herbert Kauffman. He spoke freely of the troubles of the cigar manufacturer, jobber and retailer, as he saw them, and was given a rousing vote of thanks at the end of his talk.

Following Mr. Kauffman's address, big sizes, light and dark wrappers, and the standardization of shapes were discussed by Julius Lichtenstein, Harvey Hirst, Milton Wertheimer, Julius B. Annis, Chairman Wemmer, Julius Klorfein, Ben R. Lichty and other large manufacturers. Mr. F. J. Ross, of the Ross Advertising Agency, spoke of the problems of the paint and varnish industry and how they had overcome them, and stated that he felt very sure that the same methods would go a long way toward solving the problem of the cigar manufacturers to increase consumption of cigars.

Mr. Harvey Hirst then gave his report of the slogan contest held by the T. M. A. a short time ago and announced the results of the contest.

A committee was then appointed to study the problems of increasing the consumption of cigars and they were instructed to take such action as they deemed advisable along the lines discussed.

The following resolution was adopted:

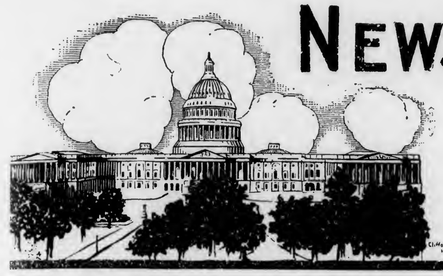
"Whereas, the production and consumption of cigars for a great many years past has not been increasing in proportion to the increase of population in this country, but on the contrary has been standing still while other forms of tobacco have shown enormous increases; and

"Whereas, the present situation appears to be more acute than was ever known before in the history of the industry, and it is certain that unless radical steps are taken to remedy the difficulties that have been retarding the growth of the manufacture and consumption of cigars, the industry will, within a few years, decline to much smaller proportions: therefore be it

"Resolved, that the chairman of this committee be empowered to appoint a subcommittee, consisting of cigar manufacturers and leaf dealers, whose duties it shall be to consider the broad problems that confront the industry and to take such steps as in their opinion shall stimulate the consumption of cigars in this country, among the points to be considered by them being the question of light colors, big sizes, prices, standardization of sizes, and the advisability of a co-operative advertising campaign to educate both the cigar dealers of the country and the smokers as to the true facts of the industry."

On motion of Mr. Hirst, it was decided to seek the co-operation of the standardization committee of the Chamber of Commerce of the United States in

(*Continued on page 22a*)



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

Washington, D. C.

INTERESTING details of the tobacco-growing industry in the United States are given in the yearbook of the Department of Agriculture for 1922, which has just been issued. Although the tobacco crop uses only about one-half of one per cent. of the acreage devoted to all crops, it has a high value per acre, it is declared, and requires a great deal of labor both in the growing and in manufacturing into forms for consumption. Although most of the crop is grown in Kentucky, North Carolina, Virginia and one or two other States, it is grown to a greater or less extent, all told, in forty-two of the forty-eight States.

In 1919 tobacco was grown on nearly 450,000 farms. In that year North Carolina stood first in value of the crop and Lancaster County, Pennsylvania, was the leading county in acreage and production. Hartford County, Connecticut, where a large acreage of shade-grown tobacco is produced, led in value of the crop, which was $13,000,000, more than two-thirds of the value of all crops produced in the county.

This country leads the world as a tobacco producer and in the number and diversity of types produced to supply varying demands. Census returns show that in 1919 there were 10,291 tobacco-manufacturing establishments, employing 183,000 persons. The products manufactured—cigarettes, cigars, smoking and chewing tobacco, and snuff—were valued at more than $1,000,000,000. The internal revenue from tobacco now amounts to nearly $300,000,000 yearly.

So far as statistics are available they show that the eleven principal tobacco-producing countries each produced upward of 50,000,000 pounds annually before the war. In the order of quantity produced these countries are the United States, British India, Russia, Hungary, Dutch East Indies, Japan, Germany, Philippine Islands, Brazil, Cuba and Northern Caucasia. China undoubtedly produces much tobacco, but statistics are not available.

In the yearbook article much attention is given to the historical and economic development of the tobacco crop since earliest colonial times. It is said that when America was first discovered the natives were growing the crop from Canada as far south as Brazil, and that they understood such fundamental practices as proper spacing in the field, topping and suckering the plants, and the distinctive processes of drying now known as air curing, sun curing and fire curing. Commercial tobacco growing was first begun in the West Indies and Central America by the Spanish settlers long before Jamestown was established. In the early days the Virginia and Maryland growers competed for the European trade with these Spanish planters. From this time to the present, when cigarettes are produced at the rate of sixty billion a year, the various changes in the industry are discussed and shown by maps and graphs. Although expansion has been one of the most noticeable features, various other changes have occurred, including the development of new types and varieties and new cultural methods. Special attention is given to certain regions, to factors influencing production, and to tobacco's position in the farming system.

The growing of cigar-wrapper tobacco under shade, which has become very extensive in Connecticut and Florida, is one of the important developments in the industry which has come from the experimental work carried on by the Department of Agriculture. This method has made it possible to produce a high-grade leaf for the purpose which formerly could be secured only from foreign countries. Another contribution by the Department is the steam sterilization of tobacco seed beds whereby destructive fungous diseases and weed seeds are destroyed. This simple method eliminated one of the very serious troubles of the tobacco grower. Studies have also been made of the kinds and quantities of fertilizers best adapted to different soils and various types of tobacco. Varieties have been improved by breeding and selection and new varieties have been created. It was through experimental work on one variety, Maryland Mammoth, that the discovery was made of the effect of the length of the day upon the flowering and fruiting of plants, a discovery which has interested scientists in all parts of the world and which has important practical applications in plant breeding and in the commercial production of seed of certain plants.

Although there has been a great increase in the consumption of tobacco since the Civil War, the crop advances very little into new territory. Each type of tobacco is rather closely limited to certain localities because of soil and climatic conditions. In most of the tobacco-growing regions only a small part of the farm land, about 10 per cent., is devoted to the crop in normal years and any noticeable increase in price results in an increase in acreage in the original region. Because of the rapid rise in the use of cigarettes there has been a great demand for the flue-cured type of tobacco grown in the South Atlantic States. In these States there is much land lying idle which is not sufficiently productive for general farming, but which by the use of fertilizers can be made to supply the demand for any increase in acreage of tobacco. The trade also has come to look to certain localities for a certain kind of leaf. For these reasons commercial tobacco culture is not likely to spread to new territory.

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DETROIT

Detroit Has Ideal Water-Filtration System—Harry Bump Returns From Tour—John J. Bagley Offices Move to New York—Bill Fellner Now Buyer and Manager of Central Drug Company's Cigar Department—Schulte Opens First Store in Jackson, Mich.

Detroit, Mich., May 25, 1923.

BECAUSE Detroit's new water filtration plant at Water Works Park, now nearly completed and the largest in the world, is considered an innovation worthy of minute study, this city was selected for the forty-third annual convention of the American Water Works Association. Many prominent consulting engineers from all parts of the country were in attendance. Officials of the association said that by increasing the speed of filtration 30 per cent., Theodore A. Leisen, consulting engineer of Detroit's department of water supply, had accomplished a feat unsurpassed in the annals of American water-works engineering.

The Canadian Government lost $3,500,000 last year by increasing taxes on cigarettes, consumption of which dropped from 1,915,986,998 to 570,689,564 from the preceding year, Charles Richardson, treasurer of the Dominion Cigar and Tobacco Association, reported a few days ago. He also pointed out that while there was an increased consumption of cigars and tobacco, the Government would lose again by freeing Canadian leaf tobacco from excise taxes, as it replaced the imported taxed product.

Among the Detroiters who attended the T. M. A. Convention at Washington, D. C., were Jake and Henry Mazer, of the Mazer Cigar Manufacturing Company; John A. Campbell, president of Wadsworth-Campbell Box Company; John T. Woodhouse, of Jno. T. Woodhouse & Company, and Joe L. Marcero, president of J. L. Marcero & Company.

An employee in one of our wholesale houses said to his boss: "I've been taking a correspondence course on how to get more money." The boss replied: "You won't get it out of me, I'm taking a correspondence course on how to keep down expenses."

Duncan Walker, of the Cadillac Can Company, Cincinnati, Ohio, called on the cigar manufacturers here last week and reported a very satisfactory business.

Harry T. Bump, secretary-treasurer and general manager of J. L. Marcero & Company, distributors of "El Producto," "Dutch Masters," "Joan of Arc," and numerous other brands, has returned from a survey of his company's branch offices, which are located in Grand Rapids, Battle Creek and Bay City. Harry reports their brands to be showing real speed in all of the above cities, and that he is looking forward for a banner year.

Arthur G. Weidmann, vice-president of the American Box Supply Company, has returned from an extended business trip through the East and Middle West.

"Ford turned out a car every four seconds on Wednesday, May 9th, when the company set a new high daily production record with an output of 6615 cars and trucks."

The monthly ceremonial of the Shadukiam Grotto was held at the Masonic Temple the first of May with a banner class of candidates. "Bill" Thornton (Claude E. Howell & Company), who has the *nom de plume* of Chief Justice Prophet of the Grotto, was in his glory as he had several victims in the lineup. E. N. Rockwell (E. C. Kinsel Drug Company) and Geo. H. Stone (Worth Cigar Company) were slated to get the ruff-stuff according to the plans of Chief Justice Bill. "Rocky" drew the honors and made an ideal goat, to the gratification of 1500 Prophets assembled to see the new class get the Ban Zanza conferred. The goin' was "tuff" for Rocky, but he listened with interest to all the doings, and believe me, he had to, for the Chief Justice was near. "Hav-A-Tampa" and "Las Vegas" cigars were served exclusively to the Prophets and a big time was enjoyed by all.

The John J. Bagley Company, manufacturers of smoking tobacco, will within the near future move their offices from Detroit to the New York headquarters of the Tobacco Products Corporation, at 44 West Eighteenth Street. The Bagley interests were recently taken over by the Tobacco Products Corporation.

Bernard Schwartz, of the Bernard Schwartz Cigar Corporation, manufacturers of "R. G. Dun" cigars, was a recent visitor to the New York leaf market.

Mr. E. Popper and Sam Adler, of E. Popper & Company, Incorporated, New York City, New York, manufacturers of "Ottima," "Popper's Ace" and several other high-grade brands, were visitors to Detroit last week. Mr. Popper is on his way to the Pacific Coast and is making the trip over Sam's territory to meet the many new distributors that Sam has opened up on the Popper line.

R. T. Tanner, business manager of the Tobacco Trade Journal Company, New York, N. Y., was a re-

(Continued on Page 19)

Spanish Cedar Cigar Boxes Stand Out as Leaders in Humidors

Where Quality Cigars Predominate

Leading Cigar Buyers insist on the brands they purchase being packed in SPANISH CEDAR. The Buyer knows that cigars keep best when packed in CEDAR. The discriminating Smoker knows it too, and insists upon the SPANISH CEDAR Box.

Quality brands, found in the Humidors of nationally known hotels and tobacconists, are generally packed in SPANISH CEDAR.

Although a superior article always commands a higher price, SPANISH CEDAR Boxes can be procured for only a little more than the cost of other wooden containers.

If you are not using this wood, ask your cigar box manufacturer to quote you on the SPANISH CEDAR Box.

Spanish Cedar Cigar Boxes Make Good Cigars Better

(ADVERTISEMENT)

ONE cigar store is about as good as another cigar store, so far as goods and prices and such are concerned.

And one railroad is about as good as another railroad in speed, comfort and reliability. But in many instances you will find that one road runs full trains with every seat filled, while another road running between the same cities has half-filled cars.

Why is this?

It is because one road has a keen and capable passenger agent. That is all. He wants business, and he spares no effort to get it. He has no advantages over his rival road, and so he makes advantages. He can't make big ones, so he confines himself to little ones. And that is what gives him the business.

He re-arranged the offices so it was handier to buy tickets, to get baggage checked. He put up more signs about the stations. He had the trains called out more clearly. He introduced novel dishes on the dining tables without charge. He posted market reports in the smoking cars. He had conductors watch sleeping passengers on night trains so they were not carried by. These and a hundred other LITTLE THINGS. And he got the trade.

You have no opportunity to do big and radical things to atract trade, but you could do a score of LITTLE THINGS, each insignificant, but all totalling something substantial. And it would attract the trade. It sure would.

Should a cigar store advertise? This question is answered in the affirmative, in a loud and confident tone of voice.

A cigar dealer should know the amount of his yearly sales, and he should set aside somewhere between 2 and 6 per cent. for advertising the next year. If I should attempt to tell how to spend it, the story would be so long that the editor would frown a veritable thundercloud for attempting to exceed my space.

What you should do is to have a regular advertising book. State at the top of the first page how much is to be spent that year for advertising. Then on a sheet of paper lay out a plan of your advertising campaign—how much for newspapers, for signs, for circulars, for programs, for gifts. As you spend you should enter details in this book, so you can have it for reference for the future.

Advertising done thus is an interesting game. Each year it will be modified from the last as experience dictates, and thus the advertising can become more and more effective. The art of influencing people either with the tongue or the pen is mightily interesting and highly profitable, and you have the opportunity of practicing the art with both—when you sell and when you advertise. Your business success is in proportion to the skill you exercise in these two functions of your business.

Simplification is now the order of the day, and people are following it almost to the limit. They are building simpler houses, using less furniture and cutting out the useless ornaments.

Manufacturers are cutting down the styles and assortment of the goods they are making—in many cases reducing them to one-third the number made before.

Everybody is simplifying. Why shouldn't you?

Take an hour off. Take pencil and paper. Go through your store putting down on paper the names of the different goods and the different sizes, qualities and styles. Then sit you down and look it over. I'm willing to wager real money that there will be twice as many items on this list as you think there would be. I'll even go better than that. There will be four times as many as you think, though I won't wager over a million dollars on that last statement, for fear I may lose.

That list will be a splendid foundation for you to start on the great work of simplification. Study it carefully for several days. Mark off a style here, a grade there, a quality in another place, and any and all kinds of merchandise which are not called for, which are not needed and which sell so slowly that they do not pay for their space nor for the capital they tie up.

Then have a sale and close 'em out, and put in their place quick-selling goods, or even leave your stock simplified. Then you will have a clean-cut stock, all good sellers, all in demand, and won't be cluttered up with dead horses in your showcases and on your shelves.

Did you ever see a cigar store fail? I don't mean the ordinary garden variety of cigar stores, for I imagine that one of them fails every second. I refer to a first-class store, handsome on the outside, clean, bright and attractive on the inside, with beautiful show windows clear as crystal and handsome goods in attractive boxes, artistically arranged, which look so alluring that a non-smoker, seeing them, is filled with envy for his more happy brothers who are devotees of the leaf. All topped off by bright-eyed, well-groomed, pleasing-looking proprietor, with such a pleasant ex-

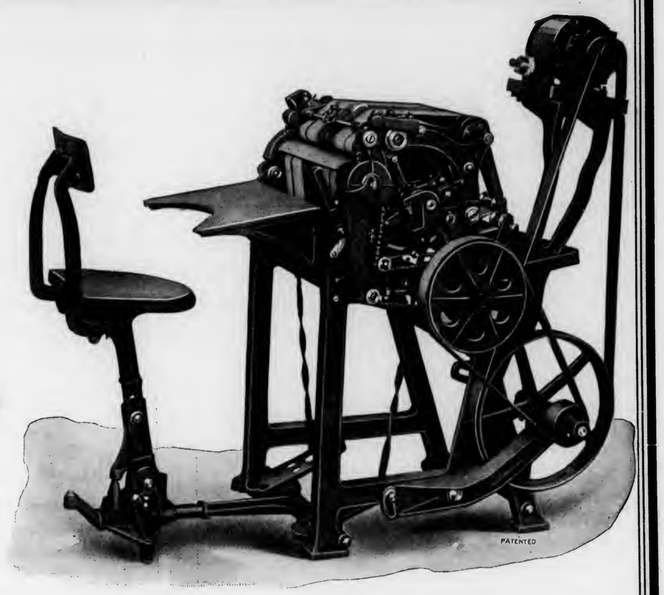
(*Continued on Page 23*)

Wrapper Stripping

and

THE 1922 PLANETARY GEAR DRIVEN TYPE

Universal Tobacco Stripping and Booking Machine



You will be truly surprised at the *superior wrapper stripping results* produced on this new Planetary Gear Driven Type Machine.

All of the wrapper stripping objections voiced against the old Belt Driven Type Model M have been overcome in this new machine.

We now offer a machine that:

1. Will strip wrappers with a clean razor edge cut.
2. No breaking or tearing in on the veins along the edge.
3. Pads will be booked fluffy and loose—no packing of the stock.
4. No wrapping of the stock around the brush or drive rolls.

WE REBUILD OLD MODEL M MACHINES into our new 1922 Planetary Gear Driven Double End Stop Lever type, on a two weeks' working schedule, at $250 each. We guarantee rebuilt Model M's as to workmanship and materials for a period of one year, just the same as we do new machines.

Have your old Belt Driven Style Model M's rebuilt into the NEW PLANETARY GEAR DRIVEN TYPE during June, and July so that they will be ready when your Fall rush starts.

All Universal 1922 Planetary Gear Driven Type Tobacco Stripping and Booking Machines are also equipped with a Double End Stop Lever.

The 1922 Planetary Gear Drive Attachment offers the following advantages:

1. Books fluffily the evenly stripped stock in right and left pads.
2. Does not "tear in" on the veins.
3. Stock does not pack or slip on the booking drum.
4. Overcomes the wrapping of stock around the brush.
5. Maintains uniform speed of machine and production.
6. Prevents entirely all "stalling and slipping" of the booking drum.
7. Eliminates the necessity of taping drum and drive rolls.
8. On small stock it is possible to book four pads (instead of two) on the booking drum.
9. Reduces to a minimum the cost of upkeep.
10. By eliminating all belt strain and tension greatly lengthens the life of the machine.

Today's Prices are:

The Model M Machine and Folding Chair $475.00

Individual Motor Drive Equipment, including ¼ H.P. Motor . 95.00

F. O. B. FACTORY, NEWARK, N. J., U. S. A.

Universal Tobacco Machine Company

116 West 32nd Street, New York, U. S. A. **Factory: Newark, N. J., U. S. A.**

RELIABLE FIRMS OF

YORK, PENNA.

"The man who is not doing his Best,
is not doing enough, no matter what the wage.
Half hearted efforts on the part of the workman,
doubles the work of the employer, to market the product."

H. G. BLASSER & CO.
PACKERS AND DEALERS
Leaf Tobacco
FANCY FLORIDA and GEORGIA WRAPPERS
Stripped and Booked Pennsylvania and Ohio Tobaccos
Samples and quotations cheerfully submitted

C. S. GABLE
CIGAR MANUFACTURER
Main Factory and Office, Queen and York Sts.
Branch Factories: Strinestown, Pa.; Jacobus, Pa.
Maker of "FORUM" Mild Havana Cigar, "DOUGLAS FAIRBANKS," "CERTIFIED CHECK" and "HAMILTON FISH"

Robert Schubert Co.
124 MAIDEN LANE, NEW YORK
SUMATRA and HAVANA
York Office, Queen and York Streets

C. H. Plitt Cigar Co.
MAKERS OF
"Casilda" Cigar," 10c and up
"20th Century," 8c "New Century," 8c
CIGARS OF QUALITY

York, Pa., May 28, 1923.

MUCH credit is due B. M. Hannigan (East Prospect Cigar Company) for his untiring efforts and time expended at Harrisburg when the Alexander bill was up before the Ways and Means Committee.

Mr. Hannigan, who is president of the York County Cigar Manufacturers, with several other members of the association, was right on the job all the time and with the right kind of representation was enabled to have the Alexander bill, which the whole tobacco trade considered very unjust, stricken from the calendar. So that's that, and for two years at least we need not worry about that extra tax.

Seems to us that such work should answer one of the questions heard at the recent convention of the T. M. A. at Washington. It was at one of the afternoon meetings, and some one asked, "Is there a cigar manufacturers' association?" which was answered by the Chair, and rather flippantly, too, "Oh, there is one on paper."

(Mr. Dushkind probably had in mind a national organization of cigar manufacturers. Certainly local organizations of cigar manufacturers in New York, Tampa, Fla., and York County, Pennsylvania, are and have been active for some time and have on several occasions produced results of great benefit to their members.—Editor.)

Well, when the York County Cigar Manufacturers' Association answers so promptly and so effectively the appeal mailed on May 10th to have the bill killed, and goes out and does the job, might be a good thing to have a few more such "paper" associations.

We learned from attending the meetings at the convention that while the different branches of the tobacco trade in general seem to be working in fairly close harmony, there is still room for improvement. We must (at least temporarily) lose sight of our own interests, and be "one for all and all for one."

Let the cigar manufacturer try to boost his own business without knocking the cigarette man—likewise the cigarette man, his business without injury to the pipe man and so on. Because, as we see it, there isn't room in the trade for inside knockers, enough anti-tobacco influence on the outside to keep us busy, so that we all may keep our tobacco industry in its proper place among other honorable trades.

(*Continued on Page 18*)

—and here's how the makers feel about it!

WE state it as our honest belief that the tobaccos used in Chesterfield cigarettes are of finer quality and hence of better taste than in any other cigarette at the price.

Liggett & Myers Tobacco Co.

Chesterfield
CIGARETTES
They Satisfy

News from Congress

(*Continued from Page 11*)

The consumption of tobacco, according to figures in the yearbook, has increased steadily since colonial times, but since the Civil War it has been rapid. Before the Civil War it was less than four pounds *per capita*. Since that time the rate of consumption has steadily climbed until it is now 8.5 pounds per person. The conclusion is that a steadily increasing proportion of the population is using tobacco. The outstanding feature of the expansion in the last quarter of a century has been the great increase in the use of machine-made cigarettes. From 1895 to the present time the manufacture of cigarettes has risen from four billion a year to sixty billion. Chewing tobacco has been giving way to smoking.

For the purpose of promoting co-operation between the Government and taxpayers, Commissioner of Internal Revenue Blair has inaugurated a new program in the weekly issuance of the Internal Revenue Bulletin, which contains decisions and rulings on various tax questions. The service will include all rulings and opinions of the Solicitor of Internal Revenue, the Attorney General, and Treasury decisions dealing with income, sales, capital stock and miscellaneous taxes. In addition, there will be a great fund of general information on tax matters.

In addition to the weekly bulletin, the Internal Revenue Bulletin Service will be issued, consisting of a quarterly digest containing the rulings previously published in the weekly bulletin, and a semi-annual cumulative bulletin in which will appear in full all new rulings and decisions published during the preceding six months. The semi-annual bulletins will be issued in July and January.

The entire bulletin service is to be furnished individual subscribers at the rate of $2 per year.

Manufactured products are playing an increasingly important part in our foreign trade, according to an analysis of our March exports, just made public by the Department of Commerce. During the month of March, out of total exports valued at $333,332,000, manufactures ready for consumption amounted to $132,361,000, or 40 per cent., as compared with $112,538,000, or 35 per cent., out of a total of $323,165,000 in March of last year. The Department's report also shows a slight increase in the percentage of exports of manufactures for further use in manufacturing. During the month of March these commodities were valued at $45,877,000, or 14 per cent. of the total exports, against $43,589,000, or 13 per cent., in the same month in 1922. Shipments of crude materials for use in manufacturing during the month amounted to $79,916,000, or 24 per cent. of the total, against $72,908,000, or 23 per cent., in March of last year.

T. S. A. RESOLVES TO CO-OPERATE WITH AMERICAN FAIR TRADE LEAGUE

The following letter has been forwarded to the American Fair Trade League, voicing the approval of the Tobacco Salesmen's Association of America of the work being done by the American Fair Trade League in the matter of misbranding cigars, etc.:

May 12th, 1923.

Mr. Edmund A. Whittier,
Secretary Treasurer,
American Fair Trade League,
71 West 23rd Street,
New York City.

Dear Sir:—

It might interest you to know that at the last meeting of the Tobacco Salesmen's Association of America, Inc., New York Branch, held at the Hotel Pennsylvania, May 11, 1923, the following resolution was unanimously adopted:

RESOLUTION CONCERNING TRUE REPRESENTATION OF MERCHANDISE

"Whereas it has been brought to the attention of the Tobacco Salesmen's Association of America, Incorporated, that the trade interpretation and the legal interpretation of trade terms like mild Havana differs and

"Whereas it is common knowledge that cigars have in many cases been either intentionally or otherwise improperly marked on the labels, and

"Whereas, the American Fair Trade League is rendering both a public service as well as helping clean this industry from abuses due to improper representation by its untiring effort toward compelling cigar manufacturers to properly label merchandise, be it therefore

"Resolved, that the Tobacco Salesmen's Association of America New York Branch, heartily indorse the splendid work being rendered by the American Fair Trade League in making the cigar industry truly represent merchandise, and also be it

"Resolved, that the members of this organization co-operate with the American Fair Trade League in helping disseminate the legal interpretation of trade terms and sell merchandise in accordance with this latter point in mind, and also be it further

"Resolved that a copy of this resolution be sent to the American Fair Trade League."

Very truly yours.

(Signed) LEO RIEDERS.
Secretary.

York County Items

(*Continued from Page 16*)

So in all our advertising, while we want to draw particular attention to our own product, let us avoid any hints that would insinuate, in the least, that tobacco in any other form than that which we offer it would be injurious to the user. Rather let it be known that good tobacco in any form is good. Remember how the distillers, brewers and wine men used to fight each other, and where is their business today.

We believe that the large stocks of cigars on hand have been considerably reduced the past two weeks, many of the factories reporting that orders are coming in more freely.

JAY BEE.

Why do they use Porto Rican?

Most successful manufacturers of the so-called "Mild Havana" cigars are those who have succeeded in making a cigar that has satisfied the largest percentage of smokers.

Realizing that the clear Havana was primarily a rich heavy cigar the different cigar firms vied with each other in trying to produce a blend that would suit the taste of the average smoker.

Practically all of the popular mild cigar brands contain Porto Rican Tobacco either as the filler or expertly blended.

That this makes the most satisfying "all-day smoke" is now universally conceded.

LOOK FOR THE GUARANTEE STAMP WHEN BUYING

Government of Porto Rico Tobacco Guarantee Agency

126 Maiden Lane, New York — W. L. Dannahower, Agent — Telephone John 1379

DETROIT NEWS

(*Continued from Page 12*)

cent visitor to Detroit in the interest of his trade paper.

W. A. "Bill" Fellner has been appointed buyer and manager of the cigar department of the Central Drug Company's chain stores, which are operated under the firm name of the Cunningham Drug Stores. "Bill" is well versed in the cigar and tobacco business, having spent many years in this line and knows the game from A to Z. New humidors are being installed at 550 Woodward Avenue, and "Bill" will maintain his office at the same location. He has also engaged the services of a number of new and efficient salesmen, who will be trained along the lines that "Bill" has up his sleeve, which will increase his business 100 per cent. The company operates five very successful stores, three of them are located in the busy downtown section of the city. The cigar departments in the future will be one of the busiest corners in the stores. "Bill" will make them attractive with many specials and bargains for the smoker. THE TOBACCO WORLD extends to "Bill" their best wishes for success in his new appointment.

Samuel Gates, of the Webster Cigar Company, was a recent visitor to New York City and eastern points, where he has been visiting the distributors of "Webster" cigars.

"Nate" Hubert, of the Tobacco Products Corporation, has returned to New York City, after a visit here for several weeks, where he has been in charge of the sales department of the Bagley Tobacco Company's products.

The Schulte Company, Ltd., of New York City, N. Y., who operate a chain of stores throughout the United States, have opened their first store in Jackson, Mich., at the corner of Main and Mechanic Streets. The Schulte Company have two very attractive stores in Detroit and it is reported that they will open up stores in other cities in the Wolverine State.

The Mazer Cigar Manufacturing Company have notified their distributors throughout the country of an increase from $58 to $59 per thousand on "Humo" and "Detroit Hand Made" cigars, effective Monday, May 7th. These brands have been sold to the Detroit retailers at the advance price since the first of the month.

Frank J. Horning (Consolidated Cigar Corporation), the "Harvester" booster for this section of the country, has been in our midst for the past two weeks, working with the sales staff of Claude E. Howell Company, local distributors of "Harvester" cigars.

"Now that you can get a Ford on a payment of only $5 a week, there is no longer any reason why Grandma should not have a car of her own."

Two youthful thugs held up the Liggett's drug store at Farmer Street and Gratiot Avenue at nine o'clock just as the store was about to close for the day. After knocking senseless the assistant manager and locking up another clerk in an anteroom, they walked out through a side door with a satchel containing $2000, while gav crowds thronged the streets in the immediate vicinity, and made a quick get-away before the arrival of the police.

M. C. Schavrien, of Chas. Schavrien Company, New York City, N. Y., called on the big operators and cut-rate stores here last week, offering special and job lots of tobaccos, etc.

Jas. F. Williams, of A. Amo & Company, Tampa, Fla., has returned to Detroit after a two weeks' trip through Ohio, where he has been featuring "La Amo"

(*Continued from Page 22*)

Get the Utmost in SALES and ADVERTISING Values from your Cigar Containers by Packing Your Brands Exclusively in Wooden Cigar Boxes.

We Manufacture Quality Cigar Boxes and render prompt Service.

WILLIAM N. LESCHEY
HANOVER PENNA.

"For Gentlemen of Good Taste"

SAN FELICE
2 for 15c

TWO GOOD CIGARS

EL VERSO
10c—2 for 25c—15c

THE DEISEL-WEMMER CO.
MANUFACTURERS - - LIMA, OHIO

CONVENTION JOTTINGS

Jacob Loeb Langsdorf, of Antonio Roig & Langsdorf, was among the interested delegates present.

Bernard Liberman, and his son Herman, were in constant demand by manufacturers interested in power scrap bunch machines and suction tables.

Mr. and Mrs. Morris Burke, of Los Angeles, were visitors in Philadelphia, on Monday, stopping off on their way home after attending the T. M. A. convention in Washington.

NEW HEAD FOR DIVISION OF DOMESTIC TRADE EDITORIAL COMMENT

Irving S. Paull, of Lambertville, Mich., will head the Division of Domestic Trade of the Department of Commerce, which will begin operations on July 1 under an appropriation of $50,000 made at the last session of Congress.

The new Division of Domestic Trade will devote itself to a study of the savings in the costs of transporting and marketing commodities, more efficient and economical methods of distribution, and the preparation of statistics of domestic trade. This work will be undertaken in co-operation with the various commercial associations in the distributing trades; the plan is to follow up the program originated in this field by the Joint Congressional Commission on Agricultural Inquiry, of which Mr. Paull was secretary for a year, and to co-ordinate the work of various organizations, both official and private, now engaged in similar studies.—Linz.

EDITORIAL COMMENT

(*Continued from Page 7*)

A FEW days hence the National Cigar Leaf Tobacco Association will meet on the occasion of its twenty-fifth anniversary in the city of New York. Business sessions have been and always will be of paramount importance. It is doubtful, however, if any organization has been welded entirely by its business sessions. We remark upon this point because emphasis in this convention is noticeably laid upon the social features, and without disrespect to the very vital business sessions.

What we want to emphasize is that it is the good-fellowship that has made, and will make, any association. Test them where you will, if the spirit of cordiality is lacking, so is the "punch" of the organization.

The pathway of the National Cigar Leaf Tobacco Association has been observed by us for a number of years. It has ever been clear and friendly; it has prospered, and has been successful. The spirit of good-fellowship has been ever present.

At the celebration of the end of a quarter of a century of effort it is indeed fitting that Joseph Mendelsohn should preside over the activities of the association at this time. His remarks are always tempered with keen judgment and sound logic, with an underlying current of good humor. As presiding officer at this convention all may look forward to an enthusiastic meeting marked with accomplishment.

MURRAY'S RESTAURANT CLOSED

Murray's Philadelphia Restaurant, which was opened the past winter with glowing promises, has had difficulty in keeping the patronage coming their way, and a receiver has been appointed on the action of creditors.

VIRGINIA TOBACCO PROBLEM IN ENGLAND

A new brand of cigarettes has appeared on the market in England, made of Virginia tobacco, grown in British Africa, which is likely to force a reduction in the price of cigarettes in England. This tobacco was grown from plants purchased in Virginia and shipped to Africa in their native soil and transplanted. The experiment proved satisfactory in every way; the matured leaves are of first-class quality. As a result the new brand of cigarettes sells at fifteen cents for a packet of twenty "Virginia" cigarettes, while the prevailing prices have been twenty-five cents for a like number of the same quality.

MARTIN CIGAR COMPANY OPERATES COOL RECREATION ROOMS

The Martin Cigar Company has just opened one of the most modern billiard rooms and bowling alleys in the country. This equipment is located in Moline, Ill., and consists of four billiard tables and eight pool tables, all of regulation size and absolutely new. There is a bank of seats sufficient to accommodate two hundred and fifty persons for tournaments, etc., and eight bowling alleys, with perfect lighting equipment. Another feature is the excellent ventilation which insures a constant gale of fresh, cool air flowing through the building at all times. There is also a magnificent cigar store situated in the lobby, where you can buy eighty-two per cent. of the nationally advertised brands.

ABOVE ALL
BOLD
NOW
2 for 15c

The recognized standard of cigar quality and cigar value. Bold's pre-eminent popularity is due solely to incomparable and unchangeable quality.

Bobrow Brothers, Inc.
Manufacturers
Philadelphia Penna.

MARSHALL FIELD
Java Wrapped

6 Popular Sizes

PIONEER 10c
FIELD ..... 2 for 25c
BANKER (two in foil) 2 for 25c
L. CORONA 15c
MARSHALL 15c
STANDARD . 3 for 50c

HOWARD F. PENT, President
CORAZA CIGAR CO.
7th & Cherry Streets Philadelphia, Pa.

You give Your Customer the Best Value in

UNION LEADER
REDI CUT
TOBACCO

The 10¢ Tin

Why Pay More?

BIGGEST AND BEST TOBACCO VALUE

MADE BY P. Lorillard Co.
Established 1760

Cigar Manufacturers Association of Tampa

COMPRISES ALL OF THE LEADING and REPRESENTATIVE CIGAR MANUFACTURERS IN TAMPA, UNITING IN THE THREE-FOLD EFFORT OF:

1st—Benefiting our Members.

2nd—Maintaining the high standard of "Tampa" workmanship by seeing that our labor is justly treated.

3rd—Protecting the *dealer* and the *consumer* against unscrupulous methods of others by issuing to our members the following "Identification" Stamp:

This stamp, on each box, is your guarantee that the goods are manufactured in Tampa—of "Tampa" quality and workmanship—DEMAND IT

Tampa Items

(*Continued from Page 8*)

strike of the leaf packers that affects the "escojidas" just at this busy season. Verily Manuel has his troubles, although his business goes on increasing day by day, but such is the life of a cigar manufacturer, even if prosperous.

Jose Escalante, local head of Jose Escalante & Company, has also gone to Havana on various business, mostly tobacco inspection and supply. He will be back shortly.

Francisco Sierra, office manager of Corral Wodiska & Company, also left for Havana with his wife on a combined trip of business and pleasure. At the factory Mr. Manuel Corral holds the fort, attending closely to all details of manufacture.

Jorge Leon, head of San Martin & Leon, and wife returned from Havana, and after a brief rest boarded the train for Atlanta on a hurry call for business.

Senor A. L. Cuesta, of Cuesta Rey & Company, after having taken part in representing the Cigar Manufacturers' Association at Washington at the convention of the Tobacco Merchants Association, of which he was elected a director, sailed for Spain to spend his usual annual vacation. His son Angel, factory manager and a chip of the old block, is getting ready to start a visit to their numerous customers in the Southern States, leaving Tampa about the middle of June and taking from six to eight weeks to complete the tour.

We are having the summer ushered on us by the beneficent showers that help our orange groves to develop the future golden beauties. The grapefruit is just in season, large velvet spheres of tonic juice. I wish I could hand one of them to every subscriber of THE TOBACCO WORLD.

VERITAS.

Detroit News

(*Continued from Page 19*)

cigars. Jim says the business in the Buckeye State is very good and that he was well pleased with his trip.

R. A. "Billie" Burke, district manager for the Tobacco Products Corporation, has been conducting a sales campaign on "Egyptian Prettiest" cigarettes. Five expert salesmen under his supervision have been canvassing the trade with excellent results. Six by nine photographs of famous screen artists and Sennett bathing girls are given with each carton of cigarettes. The deal was on for a two weeks' period and the new price of $9.50 per M. will remain until further notice.

R. E. Barlow, of the Standard Cigar Company, Pittsburgh, Pa., has been rusticating in our midst for the past ten days, working with the sales staff of J. L. Marcero & Company, introducing "Dry Slitz Stogies."

Arthur Hannauer (Kaufmann Bros. & Bondy) called on the trade here last week with his fine line of pipes and smokers' articles. Arthur reports business to be very good all along the route he has covered and that the Detroit dealers were exceedingly good to him on this trip.

Mort Hammer, the "Tuval" and "Count Ponchartrain" booster of Marcelino Perez & Company, was with us for a few days last week and booked some nice fat orders from the Watkins Cigar Stores Company, who are the distributors of "Count Ponchartrain," and Bert Johnson, who has made the "Tuval" famous in Detroit.

Ben J. Straus, of A. Santaella & Company, New York and Tampa, manufacturers of the famous "Optimo" cigars, was on the list of visitors here last week who signed THE TOBACCO WORLD register at Watkins' Cigar Company.

Now that Uncle Sam recognizes that $2 bills are unlucky and is to stop making them, if you have one and feel a bit uneasy about carrying it around, just send it in and we will send you THE TOBACCO WORLD for one year, and thus show our good-will.

Yours truly,

Mike of Detroit

DRAKE TO BE ASSISTANT SECRETARY OF COMMERCE

Washington, D. C.

J. Walter Drake, of Detroit, has been appointed by the President to be Assistant Secretary of Commerce, to succeed Claudius H. Huston, who recently resigned. This is a recess appointment which will have to go to the Senate at the next session of Congress for confirmation.

Mr. Drake is a prominent manufacturer of Detroit, and has been president and consequently chairman of the board of the Hupp Motor Car Company. In addition he has other widely diversified interests. He was born at Sturgess, Mich., in 1875, and during the Spanish-American War served in the Navy.

Instructions to cease the use of the words "Tampa, Florida," and "All Havana Hand Made" on cigar labels and brands when the cigars so advertised are made anywhere but in Tampa, Fla., or not composed of tobacco grown in and (or) imported from Havana, Cuba, are contained in a recent order of the Federal Trade Commission directed to G. F. Hemler, of McSherrystown, Pa.

In its investigation of the case the commission found that the respondent manufactured cigars and placed them on the market under the name of "Tampa, Florida," and that on the box containing such cigars were the words "All Havana Hand Made." Investigation developed the fact, it is alleged, that the cigars so labeled were not manufactured in Tampa and were not made from tobacco grown in and imported from Havana, and the orders were subsequently issued restraining the practice.

CLL.

Leo F. Weiss was kept busy greeting his many friends at the convention, and he had a host of them.

Ben Loeb, of Morris D. Neumann & Company, represented that firm and was in evidence at all sessions.

H. UPMANN & CO.---JUNTA LIQUIDADORA

Edict

In compliance with a resolution taken by this Board, in its meeting celebrated the 5th of January, 1923, and duly authorized by the "COMISION TEMPORAL DE LIQUIDACION BANCARIA," there will be sold at public auction the business of the cigar-factory "H. Upmann," together with its industrial brands, the price to be paid only in cash.

1.—The auction will take place in the City of Havana, at the office occupied by the JUNTA LIQUIDADORA DE H. UPMANN & CO.," on the 15th of June of the present year, at 2 p. m.

2.—Licitators will have to deposit beforehand with the Board an amount in cash equal at least to ten per cent. of the price stipulated for the auction, without which condition they will not be admitted. These deposits will be returned to their respective owners immediately after the auction, except the one corresponding to the highest bidder, which will be retained in deposit as guarantee for the fulfillment of his obligation, and, in such case, as part of the price.—

3.—All of the expenses for documents, certificates, legal expenses and the corresponding registration fees, are to be paid by the purchaser, and it being admitted to make bids ceasing the object to a third party.—

4.—The properties which will be jointly sold at auction are the following:

A.—THE CIGAR BRAND "H. UPMANN" WITH ITS ANNEXED BRANDS, LABELS AND PATENTS OF ANY KIND WHICH COULD BE REGISTERED IN THE NAME OF H. UPMANN & COMPANY, OR HERMANN UPMANN AND ALBERT UPMANN, TO BE SOLD FOR THE PRICE OF $400,000.00.

The brand "H. Upmann" being especially affected to the payment of a credit of $197,059.66 plus interest at the rate of 8% p. a., the purchaser will assume the obligation of paying same direct to who may result to be owner of same, deducting same from the amount for which the properties described in this paragraph "A" may be adjudicated to him.—

B.—THE STOCK OF LEAF TOBACCO, ELABORATED TOBACCO, LABELS, FURNITURES AND FIXTURES OF THE FACTORY, CAR FOR THE CONDUCTION OF GOODS, MACHINERY FOR MAKING CASES, ACCOUNTS PAYABLE AND ACCOUNTS OF GOODS IN CONSIGNATION.

The value of these assets is of $317,371.71 as per balance of 30th March, 1923. All of it may be examined by those interested in the auction within 15 days before the date stipulated for the same, and will have to be paid for at least the sum which the books of inventory and stock will show on the day of the auction.—

6.—The Board reserves the right to accept or refuse any offers which may be made.—

7.—After the offer has been accepted, the purchaser will be obliged to pay the price within a term of 15 days, against the execution of the corresponding documents, and the definite approval of the "COMISION TEMPORAL DE LIQUIDACION BANCARIA."—

Havana, May 4th, 1923.—

C. M. SOTOLONGO,
Presidente.

G. DEL VALLE.
Secretario.

THE WASHINGTON CONVENTION

(*Continued from Page 10*)

connection with the work of simplifying the processes of the industry and standardizing cigar sizes. The committee named by Chairman Wemmer is composed of the following:

Leaf tobacco dealers: Joseph F. Cullman, Jr., of Cullman Brothers; Julian Bach, of Elias Bach & Sons; Nathan I. Bijur, of E. Rosenwald & Brother, and John H. Duys, of H. Duys & Company.

Cigar manufacturers: Julius Lichtenstein, of the Consolidated Cigar Corporation; Fred Hirschhorn, of the General Cigar Company; George W. Van Slyke, of George W. Van Slyke & Horton; Benjamin R. Lichty, of Otto Eisenlohr & Brothers; Jacob Mazer, of the Mazer Cigar Manufacturing Company; Mortimer Regensburg, of E. Regensburg & Son; Malvin Haas, of Haas Brothers; George H. Hummel, of the P. Lorillard Company; Samuel Bayuk, of Bayuk Brothers; R. E. Christie, of the American Cigar Company, and Julius Klorfein.

Transportation problems of the industry were interestingly discussed by George C. Lucas, head of the T. M. A. Traffic Bureau.

Leaf Tobacco Meeting

This meeting was presided over by Joseph F. Cullman, Jr., in the absence of W. H. Winsted, who was scheduled to preside. Export trade was discussed by F. W. Florentz, of Baltimore, and D. T. Victor, of Richmond.

Dr. Julius Klein, of the Department of Commerce, was then introduced by Mr. Cullman, and he spoke on the work of the Department and what it is trying to do for American exporters. His address was most interesting and every word was most eagerly listened to.

The Banquet

On Wednesday evening the annual banquet was held in the ballroom of the New Willard and over 400 members and guests were present. Many nationally known prominent men spoke and their addresses were most interesting. Much favorable comment was heard at the close of the banquet on the ability of the convention to obtain such interesting speakers for this occasion. H. H. Shelton, of Washington, D. C., was the toastmaster

Thursday's Session

The convention met in the convention hall on Thursday morning and the following directors were elected:

New Directors

H. H. Shelton, Esq., of Washington, D. C.; George W. Van Slyke, president, G. W. Van Slyke & Horton, Albany, N. Y.; J. A. Voice, secretary, Pasbach-Voice Litho. Co., Brooklyn, N. Y.; Malvin Haas, of Haas Bros., Cincinnati, O.; Jacob Mazer, secretary, Mazer Cigar Mfg. Co., Detroit, Mich.; Fred E. Barnes, president, Barnes-Smith Co., Binghamton, N. Y.; Aaron J. Bach, of Elias Bach & Son, New York, N. Y.; Karl Jungbluth, president, MacAndrews & Forbes Co., New York, N. Y.

Re-elected Directors

Maj. George W. Hill, vice-president, The American Tobacco Co., New York, N. Y.; William Best, vice-president, General Cigar Co., New York, N. Y.; Jesse A. Bloch, vice-president, The Bloch Bros. Tobacco Co., Wheeling, W. Va.; William T. Reed, president, Larus & Brother Co., Richmond, Va.; Jonathan Peterson, president, United States Tobacco Co., New York, N. Y.; George H. Hummel, vice-president, P. Lorillard Co., New York, N. Y.; James M. Dixon, president, Tobacco Products Corp., New York, N. Y.; A. L. Sylvester, president, American Cigar Co., New York, N. Y.; Charles J. Eisenlohr, chairman of board of directors of Otto Eisenlohr & Bros., Inc., Philadelphia, Pa.; Martin J. Condon, president, American Snuff Co., Memphis, Tenn.; Julius Lichtenstein, president, Consolidated Cigar Corp., New York, N. Y.; Henry G. Wemmer, vice-president, Deisel-Wemmer Co., Inc., Lima, O.; A. L. Cuesta, Sr., president, Cuesta, Rey & Co., Tampa, Fla.; Daniel F. McCarthy, secretary, H. Fendrich, Evansville, Ind.; Harvey L. Hirst, vice-president, Bayuk Bros., Inc., Philadelphia, Pa.; D. Emil Klein, president, D. Emil Klein Co., New York, N. Y.; Arthur M. Eisig, president, Metropolitan Tobacco Co., New York, N. Y.; Asa Lemlein, of New York, N. Y.; J. L. Graham, of R. J. Reynolds Tobacco Co., Winston-Salem, N. C.; William A. Hollingsworth, of New York, N. Y.; C. A. Speakman, vice-president, American Lithographic Co., New York, N. Y.; George Frings, president, Frings Bros. Co., Philadelphia, Pa.; S. P. Coe, vice-president, Faber, Coe & Gregg, Inc., New York, N. Y.; W. H. Winstead, president, Chas. B. Perkins Co., Boston, Mass.; Arthur Bachman, president, S. Bachman & Co., Inc., San Francisco, Cal.; Alexander Herbert, president, Philip Morris & Co., Ltd., New York, N. Y.; W. W. Flowers, vice-president, Liggett & Myers Tobacco Co., New York, N. Y.

Mr. A. L. Cuesta, representing the Tampa Cigar Manufacturers' Association, spoke on the general welfare of the industry and deplored the misbranding of tobacco products.

Mr. F. A. DePilis spoke along the lines of co-operation and stated he did not think anything but good could come from co-operation in the whole industry.

Mr. King, president of the Tri-State Tobacco Growers' Association, spoke briefly of his organization and stated they were very ready and willing to co-operate with the rest of the industry in every way.

F. J. Ross, of the Ross Advertising Agency, New York City, also stressed the point of co-operation.

D. Emil Klein spoke of what could be accomplished if manufacturers would contribute only ten cents for every thousand cigars manufactured to a fund for education of the consumer to the merits of cigars, and stated a fund of $1,000,000 could easily be raised in this way.

Mr. Wertheimer, of Wertheimer Brothers, said he was willing to co-operate with the rest of the industry and would like to see something started along that line.

Mr. Charles Eisenlohr spoke briefly of the good work accomplished by this convention.

Mr. Asa Lemlein moved that a rising vote of thanks be given the president, Mr. Bloch, and suggested his re-election. The vote of thanks was given.

Upon motion of J. J. Ollendorf, a rising vote of thanks was given Mr. Dushkind and his staff.

Mr. Bloch thanked the members for their expression of good will and confidence and declared the meeting adjourned.

Business Building

(*continued from page 14*)

pression on his face that it does one good to look at him.

Did you ever see a cigar store like the above go flooey? Or ever hear of it either?

I never did, and therefore the idea worked itself in my noodle that such cigar stores never do fail. I may be wrong in that thought, for I suspect they do fail, but it surely is very seldom.

I wonder if there isn't food for reflection in the above. I know many of them on choice corners pay rents that would make my hair frizzle, and yet they remain year after year, and their proprietors look happy and wear a clean collar and a new shine every day.

Wouldn't it pay you to doll up your store and keep on dolling it till it was a thing of beauty and a joy forever? Give the thought a think.

Before me lies a little magazine, pocket size. It is issued by the LaSalle University, LaSalle, Ill. It is called *Personal Efficiency,* and I am paying two berries per year to get it regularly so I can absorb and hand you some of the good things it hands out.

It states that this year over sixty thousand young men enrolled there to learn business methods. They stay at home and learn by mail. They are preparing, it says, to "market their personal services," and they will be so well-equipped mentally that they will displace many a man who is now holding down a job and doing it pretty poorly.

I hope this don't mean you. For I have been so interested in you and your success that I want to see you work upwards, instead of down and out.

As I read of the different colleges, universities, business houses and business schools that are training young men in the difficult game of business it seems to me that in a few years every youngster will be skilled and trained, and unless we who are now in the game keep studying we will find ourselves crowded out for young men who have the "know how" that we failed to learn.

CONSOLIDATED EARNINGS INCREASE

The earnings of the Consolidated Cigar Corporation for the first three months of the year 1923 amount to $154,961 after all deductions for expenses, dividends, etc., were deducted, as against $112,245 for the first three months of 1922. This excellent improvement in the earnings is to be expected of such an organization as the Consolidated.

FABER, COE & GREGG ACQUIRE STAND ON THE "LEVIATHAN"

The cigar stand privileges on the giant liner "Leviathan," which has just been reconditioned and placed in service, have been acquired by Faber, Coe & Gregg, well-known distributors of New York City, and announcement is made that C. Nolte has been appointed manager of these stands. Mr. Nolte has had charge of many high-class cigar stands and speaks several languages, therefore being unusually fitted for this position.

FINE phrases don't make cigars more enjoyable. The quality of Bayuk Products is proven by the millions of cigar smokers who ask for their particular Bayuk favorite by name.

BAYUK BROS. INC.

Originators of the

BAYUK INIMITABLE BLEND and
BAYUK INCOMPARABLE BRANDS

PHILADELPHIA

New York, 119 Lafayette Street Phone Franklin 3166

5c "Keen Kutter" 5c

NONE BETTER FOR THE MONEY

¶ Guaranteed to be wrapped with Imported Sumatra and filled with Havana. The best *Nickel* cigar on the market for the money.

Write for open territory to

H. F. MARTIN

YORK :: :: PENNSYLVANIA

Du Pont

"A BETTER CIGAR for 10c"

MADE-IN-TAMPA
BY
VAL. M. ANTUONO

TADEMA HAVANA CIGARS
Argüelles, Lopez & Bro.
MAKERS
General Office and Factory, TAMPA, FLA.
Eastern Office
222 Pearl St.
New York
Warehouse
Havana
Cuba

F. LOZANO, SON & CO.
HAVANA CIGARS
TRADE MARK
F. LOZANO
FLOR DE NARVEZ
VICLO
WALLS COURT
EL LESSERO
CALATRAVA
REG. U. S. PAT. OFF.
FACTORY & MAIN OFFICE, TAMPA, FLA.
NEW YORK OFFICE, 437 FIFTH AVE., N. Y.

CIGAR PRODUCTION INCREASES 31,000,000 IN APRIL

The following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of Internal Revenue collections for the month of April, 1923. (Figures for Apil, 1923, are subject to revision until published in the annual report.)

Products	*April, 1922*	*April, 1923*
Cigars (large)		
Class A .....No	190,182,215	194,631,225
Class B .....No.	119,676,193	122,604,657
Class C .....No.	180,104,263	203,918,013
Class D .....No.	8,179,045	9,214,435
Class E .....No.	3,251,828	2,165,192
Total	501,393,544	532,533,522
Cigars (small) .....No.	49,720,007	41,154,200
Cigarettes (large) .....No.	1,180,440	1,495,256
Cigarettes (small) .....No.	3,453,060,850	4,710,544,617
Snuff, manufactured ....lbs.	2,811,813	3,296,140
Tobacco, manufactured. lbs.	28,564,591	30,759,305

Note: The above statement does not include tax-paid products from Porto Rico and the Philippine Islands. This is shown in supplemental statement.

SUPPLEMENTAL STATEMENT

(Tax-paid products from Porto Ricco for the month of April.)

Products	*April, 1922*	*April, 1923*
Cigars (large)		
Class A .....No.	4,502,095	8,746,525
Class B .....No.	598,675	169,840
Class C .....No.	5,322,050	4,239,750
Class D .....No.	.....	28,350
Class E .....No.	.....	1,000
Total	10,422,820	13,185,465
Cigars (small) .....No.	1,000,100	2,000,000
Cigarettes (large) .....No.	10,000	95,000
Cigarettes (small) .....No.	1,000	1,000

(Tax-paid products from the Philippine Islands for the month of April.)

Products	*April, 1922*	*April, 1923*
Cigars (large)		
Class A .....No.	7,934,860	16,979,768
Class B .....No.	123,435	619,560
Class C .....No.	44,281	163,896
Class D .....No.	300	55
Class E .....No.	100	190
Total	8,102,976	17,763,469
Cigarettes (large) .....No.	600	1,000
Cigarettes (small) .....No.	5,800	147,440
Tobacco, manufactured, lbs.	137	102

Note: Quantities of tax-paid products shown in above statements are indicated by stamp sales reported for the month.

ANTUONO INCREASES PRODUCTION OF "C. H. S"

In order to keep up with the ever-increasing demand for the famous "C. H. S." five-cent cigar, which is being manufactured by Val. M. Antuono in Tampa, Mr. Antuono has enlarged his production facilities until he is now able to turn out these fine cigars at the rate of 50,000,000 per, and will now be able to take on some new accounts. This cigar is manufactured of Havana filler and wrapper and retails for five cents.

DUREX EXHIBIT ATTRACTS CROWDS AT T. M. A. CONVENTION

A miniature cigar factory in full operation making cigars from short filler bunches prepared on the Durex Quality Production Bunch Machine, was one of the most interesting features of the T. M. A. Convention, at the New Willard Hotel, in Washington.

The Miller, duBrul and Peters Manufacturing Company, of Cincinnati, manufacturers of the Durex, planned the display which was held in a large room adjoining the one where the general sessions of the convention took place, and the steady stream of interested visitors at times taxed the capacity of the room.

The Durex machine is built on an entirely different principle of feeding the filler, than has ever been used on a short filler bunch machine. The filler is fed forward horizontally and keeps the original combination both as to size and quality of tobacco during all the operations. This assures both uniform bunches and mixture.

The interest shown in the Durex by cigar manufacturers in attendance at the convention is an indication of the trend in the industry towards methods which will insure increased production at lowered manufacturing costs, and the many favorable comments heard from men prominent in the tobacco industry—men who realize the vital necessity of controlling the factors of cost and production—would indicate that the Durex machine will play a prominent part in the new order of things.

The Durex is peculiarly fitted to perform the mission of increased production at lowered manufacturing cost because of the elimination of waste in filler and binder stock, the speed with which bunches can be produced and the decreased labor item of machine versus hand work.

It produces twenty bunches a minute and can be run continuously because the only manual operation performed by the operator is the laying of the binder. The bunch is formed, shaped and placed in the mold automatically, and from the time the tobacco is placed in the hopper until the finished bunch is placed in the mold the filler and bunch are under positive control.

The machine measures and shapes the bunch simultaneously by means of an expanding matrix, one of the exclusive features of the Durex, which opens to receive the filler, and contracts to the desired shape after it has been filled. A compensating plunger controlled by a spring adjustable as to pressure, makes certain the uniform filling of the matrix from head to tuck. The excess filler is sheared off by a pair of knives, resulting in a uniform bunch, and the positive elimination of plugs or chokers.

Mr. E. B. Kincaid, erecting engineer of the Miller, duBrul and Peters Manufacturing Company, was in charge of the operation of the machine used in the demonstration, and its features and principles were explained by Mr. C. J. duBrul, president of the company; Mr. J. F. Sees, assistant to Mr. duBrul, in charge of enginering; Mr. F. Chudoba, sales manager, and Mr. R. M. Fleming, publicity manager.

After the bunches were made on the machine they were finished by two attractive young ladies clad in white costumes and caps bearing the old familiar "trimgle in a circle" trade mark of the Miller, duBrul and Peters Manufacturing Company. Each process of cigar making was carried out and the finished cigars were placed in boxes. An interesting feature was the

(*Continued on Page 26*)

He buys by the box

Box sales of cigars are made to men who have decided on the kind of cigar they like.

Many Blackstone smokers are the type that buys by the box.

The Blackstone has a long Havana filler and an imported Sumatra wrapper. Years of consistency in quality, and advertising have made it a national favorite. It is made in the most hygienic manner known to cigar manufacture.

Blackstone
2 for 25¢ CIGARS Also makers of TOTEM 8¢ cigar
WAITT & BOND, Inc., Newark, N. J.

GONZALEZ & MENDEZ, INC.

CLEAR HAVANA CIGARS EXCLUSIVELY
TAMPA, FLORIDA
EDW. WODISKA, General Representative

SHEIP & VANDEGRIFT
INCORPORATED
NELSON M. VANDEGRIFT, President
CIGAR BOXES
QUALITY AND SERVICE
812-832 N. Lawrence St. Philadelphia, Pa.

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

HERE'S HOW:—43,220. For all tobacco products. April 3, 1923. The Mochle Litho. Co., Brooklyn, N. Y.

SENATOR KNUTE NELSON:—43,221. For cigars. May 9, 1923. C. B. Henschel Mfg. Co., Milwaukee, Wis.

S. Q.:—43,222. For cigars, cigarettes, cheroots and stogies. May 9, 1923. Fred H. Squires, Grand Rapids, Mich.

EL MUNDO UNIDO CIGAR MANUFACTURING:—43,225. For cigars. May 8, 1923. Manuel Ochoa, New York, N. Y.

FIVE KILOS:—43,229. For cigars. April 17, 1923. G. Vallina Castro, Tampa, Fla.

TRICOLOR:—43,230. For cigarette paper booklets. May 14, 1923. Philip Morris & Co., Ltd., Inc., New York, N. Y.

LES ALLIES:—43,231. For cigarette paper booklets. May 14, 1923. Philip Morris & Co., Ltd., Inc., New York, N. Y.

STEVE HIMSELF:—43,232. For cigars, cigarettes and tobacco. May 12, 1923. F. M. Howell & Co., Elmira, N. Y.

ROYAL EMBASSY:—43,233. For cigars. May 12, 1923. Schwab Bros. & Baer, Inc., New York N. Y.

COUSOLO:—43,235. For all tobacco products. May 17, 1923. Geo. Schlegel, Inc., New York, N. Y.

DEKUDA:—43,236. For all tobacco products. May 17, 1923. Geo. Schlegel, Inc., New York, N. Y.

HONEY KRUST:—43,238. For all tobacco products. April 9, 1923. Barlow-Moore Tobacco Co., Glasgow, Ky.

WHITE PLAINS PRAISEWORTHY:—43,239. For cigars. May 14, 1923. J. C. Klein, New York, N. Y.

CHARLES ANDRE VANLOO:—43,240. For cigars. May 21, 1923. The Mueller & Son Co., Milwaukee, Wis.

TRANSFERS

JUST RIGHT:—13,416 (Patent Office). For cigars. Registered March 26, 1907, by O. L. Schwencke Litho. Co., Brooklyn, N. Y. Transferred by the Mochle Litho. Co., successors to O. L. Schwencke Litho. Co., to Worch Cigar Co., St. Paul, Minn., May 5, 1923.

FERNANDEZ DE LEON:—42,885 (Tobacco Merchants Association). For all tobacco products. Registered November 25, 1922, by Fernandez De Leon, Chicago, Ill. Transferred to Fernandez De Leon & Co. (not Inc.), Chicago, Ill., May 5, 1923.

VIONA:—29,676 (U. S. Tob. Journal). For cigars, cigarettes and tobacco. Registered December 15, 1904, by O. L. Schwencke Litho. Co., Brooklyn, N. Y. Through mesne transfers acquired by W. B. Cigar Co., Chicago, Ill., and re-transferred to Great-Western Cigar Factory, Chicago, Ill., April 25, 1923.

EL MOTIVO:—20,746 (Tobacco World). For cigars, cigarettes and tobacco. Registered August 30, 1910, by Wm. Steiner, Sons & Co., New York, N. Y. Through mesne transfers acquired by Fernandez De Leon, Chicago, Ill., and re-transferred to Fernandez De Leon & Co. (not Inc.), Chicago, Ill., May 5, 1923.

CHARLES the EIGHTH:—33,789 (U. S. Tobacco Journal). For cigars, cigarettes and tobacco. Registered December 26, 1907, by Schmidt & Co., New York City. Through mesne transfers acquired by Grand Rapids Cigar Box Co., Grand Rapids, Mich., and re-transferred to Vanden Berge Cigar Co., Grand Rapids, Mich., May 9, 1923.

HALL OF HONOR:—38,562 (United Registration Bureau). For cigars, cigarettes and tobacco. Registered February 9, 1914, by Prince Cigar Mfg. Co., Trenton, N. J. Transferred by Radice-Bless Corporation, successors to Prince Cigar Mfg. Co., to Frank Radice, Trenton, N. J., May 7, 1923.

EDGAR A. POE (U. S. Tobacco Journal), and **No. 2762** (Trade-Mark Record). For cigars. Registered January 19, 1887, and January 14, 1887, by Baron & Co., Baltimore, Md. Through mesne transfers acquired by Pennsylvania Cigar Co., Lancaster, Pa., and re-transferred to M. Kahn Company, Inc., Lancaster, Pa., May 10, 1923.

VARRO:—41,992 (Tobacco Merchants Association). For cigars. Registered October 13, 1920, by Varro Cigar Co., Newark, N. J. Transferred to Pennsylvania Cigar Co., Lancaster, Pa., and re-transferred to M. Kahn Company, Inc., Lancaster, Pa., May 10, 1923.

PROGRESS:—24,326 (Tobacco Leaf). For cigarette paper. Registered November 28, 1902, by Max Spiegel, New York City. Transferred to Royal Turkish Tobacco Company, Inc., New York, N. Y., May 14, 1923.

EL SATISFACTO:—39,527 (United Registration Bureau). For cigars, cigarettes and tobacco. Registered January 22, 1916, by Wayne Cigar Co., Detroit, Mich. Through mesne transfers acquired by The Main Cigar Co., Cincinnati, Ohio, and re-transferred to L. E. Sentz, Felton, Pa., April 28, 1923.

MILLER, DuBRUL EXHIBIT

(*Continued from Page 25*)

fact that every bit of equipment used in making the cigars is made by the Miller, duBrul and Peters Manufacturing Company. Later the finished cigars were placed in pouches bearing the trade mark of the company and the request that the recipients smoke one and open the other so as to convince themselves of the quality of work done on the machine. These were handed out to all the visitors, and from the comments heard the workmanship made a favorable impression.

PRESIDENT HARDING FINDS CONSOLATION IN TOBACCO

In a letter to Senator Harrison, Democrat, from Mississippi, President Harding states that after reading some of the articles printed in the newspapers assailing his administration, he often turns to a fresh pipe of tobacco for consolation.

In his letter to Senator Harrison the President states: "In your capacity of chief party troublemaker in the Senate, you have said some things which have made me lay down my newspaper and turn to a fresh pipe of tobacco for consolation."

MEMBER OF BRITISH-AMERICAN COMPANY IN HANDS OF CHINESE BANDITS

H. C. Rowson, who is a member of the staff of the British-American Tobacco Company, was captured by bandits at Pakhoi, China, on April 27th, but was later released and made his way to Pakhoi. A ransom of $30,000 was demanded by the bandits and it has not been ascertained whether this sum was paid for his release or not. This incident was entirely separate from the late escapade of the bandits on May 6th, when the Shanghai-Peking express was stopped, and most of the prisoners captured at that time are still in the hands of the bandits.

N. C. L. T. A. CONVENTION PROMISES LARGE GATHERING

The annual meeting of the National Cigar Leaf Tobacco Association, which will be held in New York City on June 4th and 5th, will be largely attended and, from the outline of the program which follows, a most interesting time is promised:

Program

June 4, 1923, 10 A. M.—First session; meeting called at the rooms of the Merchants Association, ninth floor, Woolworth Building.

Afternoon free to greet your friends.

Eight fifteen P. M.—Music Box Revue, Music Box Theatre, West Forty-fifth Street.

After theatre, supper at Luchow's, 110 East Fourteenth Street.

June 5, 1923, 10 A. M.—Second session; meeting called at the rooms of the Merchants Association, ninth floor, Woolworth Building.

Afternoon free to renew acquaintances.

Seven P. M.—Banquet at Waldorf-Astoria Hotel.

CIGAR BOXES

Dependable service—Quality packages—to meet any requirement in the Wooden Containers for Cigars

The WOODEN package is the retainer of AROMA from Factory to Consumer

The Buckley Cigar Box Co., 24 Vine St., DESHLER, OHIO.

The Buckley Box Co., 1106 West Town St., COLUMBUS, OHIO.

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
WESTERN REPRESENTATIVE:
PAUL PIERSON
139 North Clark Street, Chicago, Ill.
Cigar Labels, Bands and Trimmings of Highest Quality

OSCAR PASBACH, Pres. J. A. VOICE, Secy. & Gen'l. Manager
PASBACH - VOICE
LITHOGRAPHING CO. INC.
ART LITHOGRAPHERS
GRAND STREET AND MORGAN AVENUE
BROOKLYN, N. Y.
"We have just completed five very beautiful editions of labels, consisting of original designs and titles for sale with exclusive rights throughout the entire United States. Deliveries can be made immediately."

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
2309 Russell Street Detroit, Mich.
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THE CALVERT LITHOGRAPHING CO.

CIGAR BOX LABELS BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

SINCE 1870
CIGAR BANDS CIGAR LABELS
SPECIAL PROCESS
WM. STEINER SONS & CO.
257-265 W. 17th St. - New York City
Sole Distributors for New Model Cigar Banding Machine for Ungummed Bands

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

Dealers CAN NOW GET DILL'S BEST SMOKING TOBACCO THROUGH ANY REGULAR JOBBER
J. G. DILL CO.
RICHMOND, VA.
Manufacturers of HIGH GRADE SMOKING TOBACCO.

GROWERS
AND
PACKERS
OF

Connecticut Shadegrown Wrappers

Florida and Georgia
Shadegrown Wrappers

Connecticut Broadleaf

Connecticut Havana Seed

Stripped and Booked Porto Rico Fillers

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THE TOBACCO WORLD

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AND
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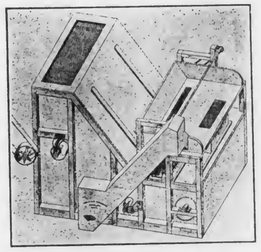

A Scrap Cutter and Separator that really does separate

Write for descriptive matter and new price

Cigar Manufacturers Making Short Filler

CIGARS

Will do well to try our

Blended Scrap Havana Aroma

On the market since 1902

Twenty years giving satisfaction right along

HAS A FINE AROMA

CAN'T TELL IT FROM THE REAL HAVANA

Write for sample and price

Baker Tobacco and Cigar Machinery Company

YORK, PENNA.

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST. PHILA., PA.

THE WOODEN CIGAR BOX
AN AID TO SATISFACTORY SELECTION

Shape as well as color and size are very important considerations in the selection of cigars by the smoker. In the Wooden Cigar Box it is easy for the purchaser to note these characteristics and make his choice accordingly. Not so in the case of substitute containers. All he sees is the ends of the cigars, which tell him very little. Displaying the full length of the cigars is one of the most important reasons why Wooden Cigar Boxes are infinitely superior in aiding proper selection.

SIX REASONS WHY WOODEN CIGAR BOXES ARE BETTER

1. IDEAL DISPLAY: Compact, varied and eye-catching window and counter displays are most easily gotten with Wooden Cigar Boxes. With a little imagination you can show all kinds of effects and combinations with Wooden Cigar Boxes. Wooden Cigar Boxes do not have to be juggled for striking displays; they only need to be arranged.
2. CONVENIENT: Practically all cigar store windows and show cases are particularly designed for the showing of Wooden Cigar Boxes. They permit the use of all the space. No space wasted. No time lost.
3. BETTER PRINTING: There is no comparison between Wooden Cigar Boxes and substitute containers when it comes to beauty of printing and lithography. You can do almost anything with wood, while the possible treatments of other kinds of packages are very limited.
4. PERFECT AGING: Cigars age normally in wood, retaining their natural aroma from factory to smoker.
5. SATISFACTORY SELECTION: A smoker likes to see the whole length of a cigar in the box. He wants to compare the size, shape and color of the various brands and types you show him. Another point where a Wooden Cigar Box always wins the approval of the smoker.
6. NATURALNESS: Cigars are a vegetable product and belong in Wooden Cigar Boxes. Cigars from Wooden Boxes please the smoker most because the wood adds a mellowness and richness to the qualities with which the cigar has already been endowed by Nature.

Ask the manufacturer of Quality Cigars why he uses Wooden Boxes. He has learned they have no substitute.

THE BEST CIGARS ARE PACKED IN WOODEN BOXES

LA PALINA
IT'S JAVA WRAPPED
CIGAR
Ask your jobber for the new and beautiful La Palina window display material. Nothing like it has ever been offered to cigar dealers.
More than one hundred and fifty million sold yearly.
CONGRESS CIGAR COMPANY
Philadelphia

"For Gentlemen of Good Taste"
SAN FELICE
2 for 15c
TWO GOOD CIGARS
EL VERSO
10c—2 for 25c—15c
THE DEISEL-WEMMER CO.
MANUFACTURERS - - LIMA, OHIO

GONZALEZ & MENDEZ, INC.

CLEAR HAVANA CIGARS EXCLUSIVELY
TAMPA, FLORIDA
EDW. WODISKA, General Representative

NOW IS THE TIME!
to send US your order for Cigar Boxes. Through improvements to our plant we are now better able to serve you.
MONROE JARRETT SONS
MANUFACTURERS OF CIGAR BOXES
S.W. COR. RANDOLPH & JEFFERSON STREETS
PHILADELPHIA, PA.

YANKEE BUNCH MACHINE
SAVES 30% TO 40% ON BINDERS.
MAKES BUNCHES EQUAL TO HAND MADE.
PRODUCES MORE CIGARS AT LESS COST.
WORKS EITHER LONG OR SHORT FILLER.
INEXPERIENCED GIRLS QUICKLY TAUGHT.

Made in five sizes —4", 4½", 5", 5½", and 6" wide
Millions of nationally known brands are now being made in factories equipped with this machine.
The original cost is so small you cannot afford to buy any other machine.
American Box Supply Co.
2309 Russell St. DETROIT, MICH.

ABOVE ALL
BOLD
NOW
2 for 15c
The recognized standard of cigar quality and cigar value. Bold's pre-eminent popularity is due solely to incomparable and unchangeable quality.
Bobrow Brothers, Inc.
Manufacturers
Philadelphia Penna.

STICK TO Cinco - IT'S SAFE

2 for 15c
everywhere

OTTO EISENLOHR & BROS. INC.
PHILADELPHIA —— EST. 1850

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The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

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FOR SALE—ONE COMPLETE SET NEWTON-STOAKES LETTERING PENS, with inks and complete instructions for making nifty show cards and price tickets. Absolutely new. Address Box 451, care of "The Tobacco World."

BUSINESS OPPORTUNITY

MODERN EQUIPPED FACTORY. Desirably located, State of Pennsylvania. Steam heated. Capacity 100,000 minimum, 200,000 maximum. Producing good workmanship. Scale of price right for 10-cent line. Actively operating at present with good organization. Rent reasonable. Further details on inquiry. Address Box 454, care of "The Tobacco World."

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OLD-ESTABLISHED, SMALL MANUFACTURING BUSINESS abroad, capable of great development, requires an executive to take full charge. Experience all phases of manufacturing, marketing cigars, cigarettes and smoking tobacco desired. Apply, giving record and salary required, to M. K., care of Vredenburgh-Kennedy Co., 171 Madison Ave., New York.

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The Tobacco World
Established 1881

VOLUME 43 JUNE 15, 1923 No. 12

TOBACCO WORLD CORPORATION
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Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

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Harry Blum's
NATURAL BLOOM
QUALITY CIGARS

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Have you seen the big full page newspaper series?

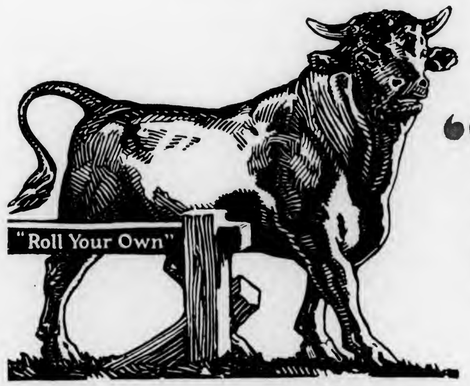
Save from
$52 to $78 a year

You will be amazed to see how the use of "Bull" Durham will cut down the cost of your smoking.

How is it possible to give you quality at the low cost of 10 cents for 50 cigarettes?

ANSWER: The government tax alone on 50 machine-made cigarettes is 15 cents—5 CENTS MORE THAN THE COST OF 50 "BULL" DURHAM CIGARETTES TO YOU!

The average smoker saves $1 to $1.50 a week by "rolling his own" from "Bull"—or from $52 to $78 a year. This makes quite a Christmas fund—or pays for a fine trip.



GENUINE
"BULL"
DURHAM
TOBACCO

Guaranteed by
The American Tobacco Co.

50 GOOD CIGARETTES 10¢

(Reduced facsimile of Newspaper Page)

MADE-IN-BOND AT TAMPA

The Made-in-Bond Stamp is the U. S. Government Guarantee that TUVAL cigars are manufactured entirely of imported Havana leaf.

Two generations of clear Havana cigar manufacturing by Marcelino Perez & Co., have won for TUVAL the respect and confidence of the lovers of good cigars.

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709 Sixth Avenue, at 41st Street,
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Who Smokes Them?

What class of men smoke two-for-a-quarter cigars?
No single class of men smoke Blackstones.
Like certain popular brands of cigarettes, the price is no gauge of the smoker's ability to pay.
Blackstones have a long Havana filler, an imported Sumatra wrapper and are hygienically made.
Quality maintained over forty years and advertising have made it a national favorite.

Blackstone
2 for 25¢ CIGARS *Also makers of* TOTEM 8¢ *cigar*
WAITT & BOND, Inc., Newark, N. J.

MARSHALL FIELD

The manufacturer has devoted his life in the science of tobacco curing, and the art of blending. The objectionable properties which tobacco contain are eliminated, such as Rosin Gum which makes tobacco strong, and the natural Ammonia which makes tobacco sharp and bitey. It is then ripened, mellowed and blended.

All Marshall Field Cigars are

Very, Mild,
Regardless of Color

Distinctive Quality

No Other Cigar in America Like It

It is different
There are reasons for it

LIKED BY ALL WHO SMOKE THEM

Pioneer 10c; Field 2 for 25c; Bankers, wrapped two in foil, 2 for 25c; Marshall 15c; L. Corona 15c; Standard 3 for 50c

MARSHALL FIELD—Wrapped with finest Vorstenlanden Java

HOWARD F. PENT, President
THE CORAZA CIGAR COMPANY - 7th and CHERRY STREETS PHILADELPHIA, PA.

Volume 43 Number 12

THE TOBACCO WORLD

Established 1881

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, JUNE 15, 1923 Foreign $3.50

EDITORIAL COMMENT

IN ABOUT a week National Pipe Week will be staged, beginning Saturday, June 23d, and extending to Saturday, June 30th, inclusive.

Retailers and jobbers are taking a deep interest in National Pipe Week and many are planning intensive sales efforts to make this week not only a success but to also greatly increase the growing army of pipe smokers.

On page 13 of this issue is a full page announcement of National Pipe Week, and we urge our readers to co-operate with the movement by removing this page from the magazine and paste it on their windows.

The opportunity is afforded for every retailer and jobber in the country to capitalize this movement, and there is no good reason why intelligent sales effort concentrated on *pipes* should not bring in a goodly shower of dollars during Pipe Week.

Window trims, and case and counter displays, will carry the message to the smokers throughout the country. Every dealer has it in his power to develop his pipe sales at this time.

Don't forget to take out page 13 and paste it in your window, then get behind your clerks and make National Pipe Week a personal success for your own business.

THE business sessions and social functions on the occasion of the twenty-fifth anniversary of the National Cigar Leaf Tobacco Association were hallmarked "Sterling" from beginning to end. It was a fitting celebration marking a period of twenty-five years of cordial business relations and warm friendships.

In the business sessions several important steps were taken having for their object improved conditions in their own and allied industries. Judging from their past activities good results may be expected to follow.

While the social features were the more important in the convention program, there was no doubt of the seriousness with which all of the members approached the various problems under discussion during the business sessions.

Congratulations are due the organization and especially the entertainment committee headed by John Duys, for the splendid manner in which the entire program was carried through.

The re-election of all the officers was an expression on the part of the association of appreciation for the excellent services which they rendered during the past year, and an earnest of confidence in their ability to master the problems with which they are confronted at the present time.

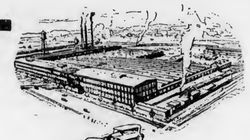
The industry is indeed fortunate to have among its organizations one with such a long record of activity and accomplishment as that of the National Cigar Leaf Tobacco Association.

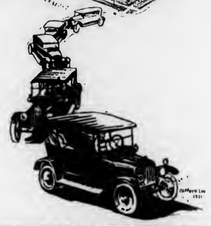
AS if fired with a determination to accomplish definite results for the tobacco industry, all branches of the trade swarmed down to Washington last month and for two days sat in assembly for the purpose of discussing and solving, if possible, some of the vexing problems of the tobacco business. A new spirit seemed to pervade the convention, for there were frequent displays of enthusiasm during the sessions, noticeably absent in previous gatherings, and still more important there was an engulfing atmosphere of good-fellowship apparent at all times.

The secret of every successful organization has been the ability to bring its members closer together and to establish confidence in and friendship for the competitor. Competitors we will have always, and it is far more comfortable to plod along the business trail with a friendly feeling in your heart than to be consuming time and energy in figuring out how to get your competitor's business away from him or in cordially disliking him.

(*Continued on Page 20*)

DETROIT





Detroit Enters Into Spirit of Pipe Week—All Distributors Well Stocked and Ready—"La Palina" Putting on Strong Campaign in Detroit

J. L. MARCERO DISCONTINUES CIGAR BUSINESS

(By Telegraph) Detroit, Mich., June 14th.

J. L. Marcero & Co., large candy and cigar jobbers of this city, distributing a number of the nation's best known cigar brands, announce that they will discontinue the cigar branch of their business and devote their entire attention to candy.

J. L. Marcero & Co. distributed the "El Producto" cigar in this territory and it is stated that the G. H. P. Cigar Company of Philadelphia, manufacturers of the brand, will open their own distributing branch in this city.

Detroit, Mich., June 10, 1923.

DETROIT retailers are favorably impressed with the idea of a National Pipe Week, and many attractive window displays and case decorations of pipes are promised for the week of June 23d to 30th. The pipe business in our city has grown in magnitude during the past year, and practically every dealer in the cigar line here has a pipe department in which he takes special pride. Our downtown retailers who made a specialty of exclusive lines and makes of pipes are reaping a harvest from the golfers, fishermen and devotees of outdoor life, where the good old briar plays an important part.

The pipe business was never in a more flourishing condition than it is at the present time, everybody is getting the pipe habit; you will find them in the clubs, at the home, in the club cars and on the boulevards, which goes to prove that the old briar is enjoying popularity as never before.

The Watkins Cigar Stores Company are the exclusive agents in Detroit for the famous "Comoy Pipe" of the House of Comoy, London, England; they also feature "Dunhill," "Kawoodie" and numerous other makes.

The Central Cigar Company feature the "Kettle" pipe of English manufacture and well known to Detroit smokers; they also carry all the leading lines of pipes that are made in America.

M. A. LaFond & Company specialize on the "Sasieni" pipe, which they have exclusive for Detroit, all other makes and brands that go to the jobbing trade being handled by them also.

J. P. Lieberman & Company, which is known as the "Pipe House" and the oldest in the city, feature a hundred and one different lines of pipes, foreign and domestic makes. Their house is also known as the "Pipe Hospital," this department being in charge of George Reitinger, who is an expert in the pipe repair business, having served his apprenticeship with the leading pipe manufacturers in England, Germany and Austria.

The pipe department of John T. Woodhouse & Company, jobbers, is under the management of Gene Chene, who is an expert in his line. Gene reports his pipe business as enormous and this year's business so far is greater than in 1922. They feature the "Milano" pipe and the "Kawoodie" line. The "Sicilia" pipe is their leader at fifty cents, on which they do a tremendous business.

Lee & Cady, Incorporated, are the wholesale distributors of the "Dunhill" line of pipes. They also handle various and sundry lines of other manufacturers. The pipe department is under the management of "Bud" Mendall, who reports a very busy season on his specials and leaders. The "Dunhill" pipe is extremely popular with the Detroit smokers and a big business is always enjoyed on this line of famous briars.

Representatives of pipe manufacturers who signed the Tobacco World register last week were Joe Mainzer (L. H. Stern, Incorporated), H. H. Lewis (Orlik Pipes), Herbert W. Schloss (S. M. Frank & Company), Arthur Hannauer (Kaufmann Brothers & Bondy), B. Gottlieb (Reiss-Premier Pipe Company), and H. L. Rogers (H. L. Rogers Company, Incorporated).

E. W. Marlin, of V. Guerra, Diaz & Company, "La Mega" cigars, spent a few days here last week looking over conditions regarding his brand.

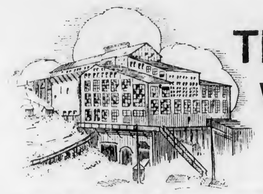
R. I. ("Bob") Ellis, western representative for E. P. Cordero & Company, manufacturers of "Mi Hogar" cigars, was on the list of visitors who registered at the Wolverine Hotel this week.

B. Gottlieb, of Reiss-Premier Pipe Company, New York City, N. Y., called on the trade here last week showing an extensive line of pipes and smokers' articles.

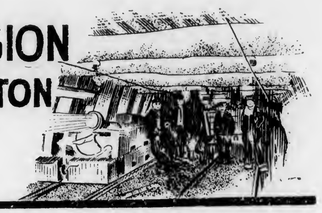
C. T. Morris, of F. Lozano, Son & Company, manufacturers of Havana cigars, with offices and factory located at Tampa, Fla., called on the trade here last week.

Peter Payette, of the Woodhouse Company, Grand Rapids, Mich., was a visitor to Detroit last week. Peter reports business to be in an excellent

(*Continued on Page 23*)



THE ANTHRACITE REGION
WILKES-BARRE SCRANTON HAZELTON



THE many friends of Wm. ("Billy") Zeigler, of the Orpheum Smoke Shop, Wilkes-Barre, will be glad to learn that he is at his place of business again, after an absence of four or five weeks owing to illness which confined him to his bed at home and at the hospital, and after several weeks at Mt. Clemens, Mich., he is fast getting back his old form and says he is on the mend.

Mr. Wm. ("Billy") Lakin, of Waitt & Bond, "Blackstone" cigars, was a visitor to the hard coal region this month, calling on the trade in the interest of his brand with local representatives of the Dusel-Goodloe Company, Philadelphia, distributors of the "Blackstone" cigar. Bill made a number of friends in the trade during his short stay, who speak very highly of him as a real man with a real cigar.

Mr. Wm. Bushel, "Della Casa" cigars, was a visitor last week to the Scranton and Wilkes-Barre section, calling on the trade with his local distributor, Alexandra-Wills Company, Wilkes-Barre.

The many friends of Mr. John Nolan will regret to learn that he has resigned as division manager of the American Tobacco Company, headquarters Williamsport, Pa., and all wish him success in whatever line he will take up.

Mr. A. Blank, Progressive Cigar Company, "Madam Butterfly," was a recent visitor to the Scranton-Wilkes-Barre territory.

Mr. Frank Winslow, P. Lorillard Company, "Muriel" cigars, was a recent visitor to the coal fields in the interest of his brand, which is distributed by the Star Tobacco Company of Wilkes-Barre, for the northern part of the coal regions. This house is also the distributor of Bayuk Bros.' "Philadelphia Hand-Made," which brand is a big factor in the cigar trade in this market.

Mr. F. V. Williams, Otto Eisenlohr & Brothers, "Cinco" and "Henrietta" cigars, is very busy placing "Cinco De Luxe" with his trade in Luzerne County.

The Dusel-Goodloe Company, Philadelphia, Pa., who are distributors for Eastern Pennsylvania on Waitt & Bond "Blackstone" cigars, have today a very large and rapidly growing business on this old standard cigar in all of its sizes throughout northeastern Pennsylvania, and it can be obtained in any first class store throughout the coal fields. This brand is one of the big factors today in the whole of the territory covered by this distributor. This house is also the distributor of the "Webster" cigar and several other lines, all of which can be found on the better cigar stands.

Joseph Reda, the well-known retailer of Easton, Pa., has taken over the cigar stand in the Drake Building, that city. Joe also operates the stand in the First National Bank Building and has always displayed one of the most complete lines of high grade cigars in the city of Easton and says that his policy of giving the best will be maintained in the new stand in the Drake Building.

Mr. C. C. Himmelwright, the well-known cigar dealer of Allentown, recently attended the convention of the Kiwanis Clubs in Atlanta, Ga. Claude said he had a very fine trip.

Mr. E. J. Conrad, who for a number of years has conducted a fine cigar store at Eleventh and Hamilton Streets, Allentown, has recently opened another store at Eighth and Linden Streets, which is a very attractive place and is showing a full line of the best cigars. Mr. Conrad's many friends in the trade wish him luck with the new stand.

It will be of interest to the boys on the road to know that Mr. Pat Griffin, the popular manager and proprietor of the Greamar Hotel, Shamokin, has just completed extensive improvements in his hotel and now offers to the boys an improved service and more modern hotel. Pat, I may add, carries the best and most complete line of cigars on his stand of any dealer in Shamokin.

Thomas B. Moore, popular retailer of Bloomsburg, who is, as every one of his friends and acquaintances know, always a leader in his town in promoting sports of all kinds, now has become the president of the Bloomsburg Baseball Club of the newly formed Susquehanna League, which takes in the towns of Berwick, Bloomsburg, Danville, Sunbury, Milton, and Williamsport. Well, if Tom is as successful as a baseball club president as he is a cigar dealer, he will win the pennant this year for his town. Step on it, Boy. Let's go!

The tri-district convention of six hundred delegates of the United Mine Workers will meet in Scranton, Pa., June 26th, to frame the demands of the underground toilers for their next contract, the present one expiring August 31st. It is predicted that they will demand increased wages, and those interested in the affairs of the coal miners say that they feel any wage increase demand made within reason will be granted, owing, they claim, to the high price the operator has been getting for coal and the high cost of living in the coal fields and taking into consideration that increased wages have been given to many workers in other trades. Again, these predictions are based on the fact that all the coal operations are working full time and all the coal mined is being shipped to market and, unlike other times in the past, when trouble was anticipated, no coal is being stored owing to the uncertainty of the ultimate coal mining situation at the expiration of the present contract. Business in the coal fields has not been normal since the six-months strike of last year. Business men throughout the coal mining districts are going very cautiously, however.

BLACK DIAMOND.

N. C. L. T. A. Twenty-fifth Anniversary Convention

The annual convention of the National Cigar Leaf Tobacco Association was held in the Merchants' Rooms, in the Woolworth Building, New York City, June 4th and 5th, and as this also marked the twenty-fifth anniversary of the organization, a splendid program was provided for the enjoyment of the delegates.

The meeting was called to order promptly at the appointed hour by the president, Mr. Joseph Mendelsohn, and Mr. Jerome Waller was introduced as president of the New York Leaf Tobacco Board of Trade, and he welcomed the delegates and their friends and assured them of the hospitality of the members of the Board, not only in their offices but also their homes, and invited all present to take advantage of their offer.

The minutes of the last meeting were then read and approved, and the president then read his report. Mr. Mendelsohn in his report recited how the organization was formed in 1898 and what had been accomplished by the association in the twenty-five years it has been in existence. The dark wrapper question was touched upon, and appropriate action was taken by the convention later in the sessions to correct the present situation. Mr. Mendelsohn included in his report also favorable comment on the work being done by the Tobacco Products Credit Association, and recommended it to the members of the association as a means of solving many of their problems at the present time.

A resolution was passed at the last meeting of the board of directors, requesting the secretary to obtain the names of all the members who had passed to the great beyond during the twenty-five years of the existence of the organization, and Mr. Mendelsohn requested all present to stand for a moment in silent tribute to the following members:

Deaths

Henry Durlach, died February 7, 1922.
Walter E. Hecht, died April 25, 1922.
Abraham Bijur, died May 1, 1922.
William Taussig, died July 15, 1922.
Emanuel J. Weil, died August 10, 1922.
William S. Brill, died November 2, 1922.
Jacob Sutter, died November 6, 1922.
Leopold Schmid, died November 11, 1922.
Ismar S. Ellison, died November 12, 1922.
Charles Fox, died December 2, 1922.
Nathan Reiss, died March 5, 1923.
Siegfried Schluechterer, died March 13, 1923.
George Levy, died April 5, 1923.

Following the reading of the president's report, the report of the legislative committee was read by Mr. Wm. L. Crounce, the legal adviser of the association.

Mr. Crounce stated that during the past year much had been accomplished in a legislative way that was of vital importance to the leaf tobacco industry, among which was the Fordney-McCumber Tariff Bill, and cited what had been done by the association in securing a revision of the rates before this bill was finally passed by Congress.

Mr. Crounce stated that he did not think that the tobacco industry had anything to fear in the way of increased taxation on tobacco in the near future owing to the splendid work being done by the budget system, in the way of curtailing unnecessary government expenditures.

It was gratifying to learn that the Government is at last going to co-operate with the tobacco industry, and a division has been organized, under the Department of Commerce, to gather information of interest to the tobacco industry, and this will be distributed from Washington as quickly as possible to all parties interested. This division is in charge of Mr. T. L. Hughes, who is an experienced tobacco man, instead of a politician, and the tobacco industry may confidently expert some excellent results.

The inroads of the Manila cigar on the domestic business of this country was mentioned and action was urged to have uniform duty and a maximum limit put on the importation of cigars free into this country.

Mr. Crounce also mentioned the progress being made by the Bureau of Agricultural Economics, under the direction of Mr. F. B. Wilkinson, toward the standardization of leaf tobacco.

The repeal of the Cantrill law was again urged by Mr. Crounce and the convention was requested to take action on this important question.

Mr. Crounce stated that today the outlook for the enactment of a well-balanced law permitting agreements to be made between manufacturers and dealers for the maintenance of prices is exceedingly bright.

In closing, Mr. Crounce thanked the association for the confidence and co-operation which had been given him during the past year.

Mr. A. W. Kaercher, vice-president of the association, then read a review of the twenty-five years of the association work, and spoke of the following accomplishments:

The association was brought into existence almost over night at the time of what was termed "The Starvation Ruling," which prohibited the sale of leaf tobacco in anything but original packages. A delegation of veteran tobacco men promptly went to Washington and went before the Commissioner of Internal Revenue and succeeded in having this disastrous ruling rescinded.

A ruling in reference to the keeping of records at every warehouse regardless of the number that might be maintained by a leaf dealing concern was also rescinded in 1899, through the efforts of this association, and a similar order was also rescinded again in 1907 through their efforts.

Amendments to the Bankruptcy Act were also secured, which have been of great benefit to all the business men of the country.

Free trade with Cuba was also opposed and the results have proven that this action was fully justified.

This association has also done much to protect the integrity of Cuban tobacco and the shipment of Porto Rican tobacco to Cuba was vigorously opposed, to prevent this being re-exported from the island of Cuba as a Cuban product.

The association was instrumental in having the import stamp, which was placed in a very conspicuous place on every box of cigars, greatly reduced in size, and also to be placed on the bottom of the box in order not to mislead the smoking public as to the quality of the product offered.

These and many other splendid accomplishments through the efforts of the National Cigar Leaf Tobacco Association were cited in the report of Mr. Kaercher.

Mr. Berman, general manager of the Tobacco Products Credit Association, addressed the meeting and cited the great benefits that could be derived from membership in his organization.

A resolution committee was appointed by the president to meet on the afternoon of Monday and to report at the session to be held on Tuesday morning.

The meeting then adjourned until 10 A. M. on Tuesday morning.

A theatre party was given the members and their guests at the convention at the Music Box Theatre in the evening, and after the theatre busses were waiting to take the entire party to Luchow's for supper. The theatre performance was thoroughly enjoyed, as was the supper, and everybody voted it the end of a most perfect day.

Tuesday's session was called to order promptly at 10 A. M., but the majority of the delegates did not appear until about 11 o'clock (no doubt due to the excessive heat).

President Mendelsohn introduced Mr. T. L. Hughes, of the Tobacco Division of the Chamber of Commerce, who spoke of what the Division could and would do for the tobacco industry and urged the co-operation of this Association.

Mr. Wilkinson, of Washington, spoke on what had been accomplished during the past year in the way of standardization.

Mr. Leo Leventritt, chairman of the Resolutions Committee, addressed the meeting on the subject of credits, after which resolutions on the following were offered and approved:

1. Standardization of cigar leaf tobacco.
2. Urging larger appropriation for experimental stations.
3. Sympathy for the family of Charles Fox.
4. Freight, express and parcel post rates.
5. Government co-operation, especially regarding foreign trade.
6. Manila cigar menace.
7. Legislation referring to price maintenance.
8. Free zones.
9. Repeal of the Cantrill law.
10. Cuban parcel post.
11. Increase in membership.
12. Cuban sales tax.
13. Thanks to New York Leaf Tobacco Board of Trade.
14. Thanks to T. L. Hughes and F. B. Wilkinson for their assistance.
15. Thanks to Merchants' Association of New York.
16. Thanks to the press.
17. Attacks on cigar industry.
18. To retain W. L. Crounse for 1924.
19. Slogan of N. C. L. T. A., and, if required, spend $2000 to help the campaign.
20. Endorsement of the Tobacco Products Credit Association.
21. Favors change in the Immigration Law.

The majority of these resolutions were passed unanimously, but some debates took place over the slogan and the credit resolutions.

Joseph Goldberg, on behalf of the Lancaster Tobacco Board of Trade, invited the National Association to hold their convention in Lancaster next June. This invitation was immediately accepted amid much applause.

Then followed the election of officers for the ensuing year, all the retiring officers being re-elected unanimously, as follows:

Joseph Mendelsohn, New York, president.
A. W. Kaercher, Chicago, vice-president.
W. S. Fuller, Hartford, treasurer.
Jerome Waller, New York, secretary.

The president announced the following appointments:

Directors, 1923-1924 Class

Benno Rosenwald, New York.
E. A. Calves, Philadelphia.
Charles Emory Long, Lancaster.
T. W. Stewart, Hartford.
Henry Fisher, New York.
Geo. M. Berger, Cincinnati.

1924-1925 Class

Leo Leventritt, New York.
Fred Block, New York.
B. A. Kaiser, Boston.
Milton Ranck, Lancaster.
J. Major Newburgh, Hamilton, Ohio.
Joseph Wedeles, Chicago.

The meeting adjourned until the first week of June at Lancaster, Pa.

The banquet at the Waldorf-Astoria, Tuesday evening, winding up the program of the National Cigar Leaf Tobacco Association's Silver Jubilee Convention, was well attended. Nearly three hundred enjoyed the hospitality of the New York Leaf Tobacco Board of Trade in the grand ballroom of the famous hotel.

The Entertainment Committee, John H. Duys, Charles W. Dingnan and Harry S. Rothschild, deserve much credit from all those who were fortunate enough to be present. After the banquet they provided an excellent Keith vaudeville entertainment, among the acts being the widely known Gus Edwards Revue.

Each guest was presented with a silver cigar cutter as a souvenir of the occasion. The menu cards were embossed with silver.

A MILANO FOR THE PRESIDENT FOR EVERY DAY

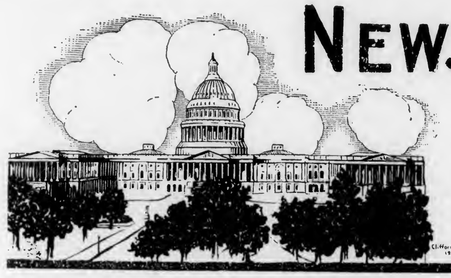
Recently a great deal of publicity was given to a statement made by President Harding to the effect that when he is besieged by troublemakers in Congress he finds much consolation and comfort in smoking a pipe.

At about the same time that this announcement appeared, Mecca Temple (New York City) of the A. A. O. N. M. S. decided to present a token of their esteem and good wishes to President Harding, a member of the order.

In selecting the gift they could think of no more appropriate token than a set of WDC Milano pipes.

The set contains seven assorted Milano pipes, inlaid in a handsome red plush lined hard leather covered case bearing a solid gold tablet inscribed as follows:

"Presented to Noble Warren G. Harding, President of the United States, by Mecca Temple, A. A. O. N. M. S., June 1923."



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

Washington, D. C.

A PARCEL once refused by the addressee can not again be submitted for acceptance unless new postage is furnished by the sender, it is pointed out by the Post Office Department following reports from postmasters that frequently the senders of refused parcels, after being notified of such refusal, request the postmaster at the office of address to hold the parcel for a specified number of days and then again present it to the addressee, thus giving the sender time to correspond with the addressee with a view to having him accept the parcel.

The regulations of the department provide that in cases of this kind, the parcels, whether ordinary, insured or c. o. d., which are refused by the addressee are subject to a new prepayment of postage at the local rate if they are again presented to the addressee at the request of the sender. Where the addressee again refuses to accept the parcel, the sender is notified and requested to furnish the amount of postage chargeable for the return of the parcel.

It is pointed out that these regulations apply only in cases where the parcels have actually been refused by the addressee, and the sender notified to that effect. They do not in any way affect parcels whose delivery can not be effected on the first trial for some such reason as the addressee not being at home, or he advises that he can not accept them at the particular time and asks that they be presented later.

Regional advisory boards, composed of large freight shippers, have been appointed to work with the car service division of the American Railway Association, it has been announced, and patrons of the carriers are to have a direct voice in the determination of the car service to be given various industries and sections.

Thus far, the boards secured have been confined to the Southeast, Southwest and Middle West, but in the near future similar bodies will be appointed for the industrial sections of the North and East. The purposes of these boards are to form a common meeting ground between shippers, local railroads and the carriers as a whole, for the better mutual understanding of local and general transportation requirements and to analyze transportation needs in each territory; to study production, markets, distribution and trade channels of the commodities local to each district, with a view to effecting improvements in trade practices when related to transportation and promoting a more even distribution of commodities where practicable; to promote car and operating efficiency in connection with maximum loading, etc., to secure a proper understanding by the railroads of the transportation needs of shippers, that their regulations may fit shippers' requirements, and to provide more adequately for the seasonal requirements of the various sections of the country.

The tobacco industry will be materially interested in the activities of these boards, and it is probable that the trade will be called upon to furnish information on which some of the activities contemplated by the above program may be based.

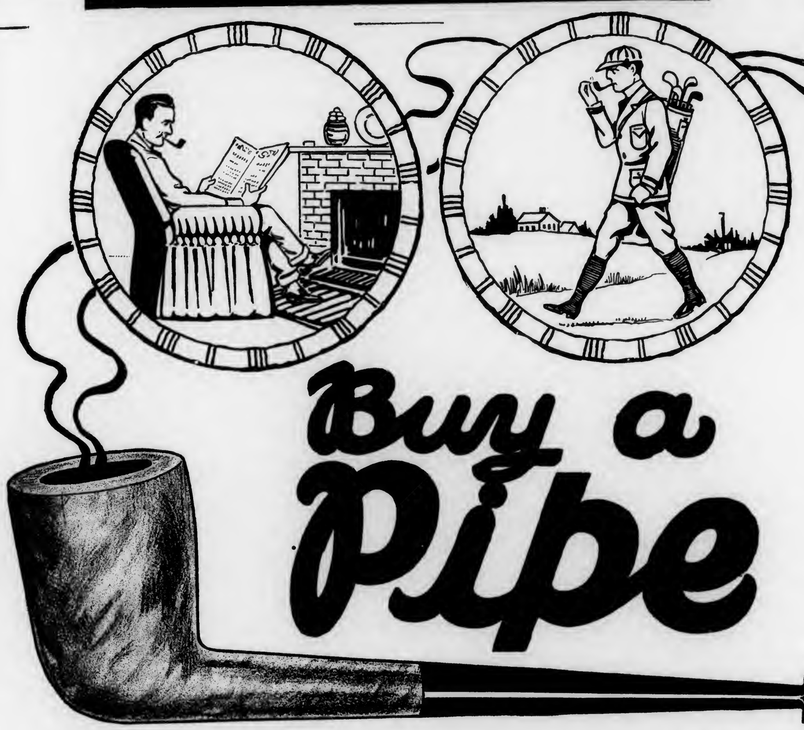
Approximately 7,000,000 people were engaged in manufacturing industries in 1921, according to figures just compiled by the Census Bureau. The figures show a total of 196,238 manufacturing establishments with production during the year of more than $5000 each. These plants employed 6,947,652 persons, on an average, and the value of their production in 1921, was $43,672,784,708. It is pointed out by officials of the bureau that the manufacturing plants producing less than $5000 worth for the year constituted 21 per cent. of the total number of manufacturing establishments in the country, but employed only six-tenths of one per cent. of the total number of wage earners and produced only three-tenths of one per cent. of the total value of products. The statistics for such establishments, accordingly, are not included in the bureau's analysis of industry.

The bureau's report shows 4372 establishments engaged in the manufacture of tobacco products in 1921, with an average of 149,985 persons employed, and a production valued at $1,055,204,674, this industry being eleventh in importance. In 1919, there were 10,291 establishments, employing an average of 157,097 persons, and with production valued at $1,012,933,213. In that year, however, the bureau included in its report statistics for all establishments, while in 1921, establishments with a production of less than $5000 for the year were excluded. Detailed reports covering the 1921 production of the tobacco industry have been published in previous issues of the TOBACCO WORLD.

The most important industry in the United States is the production of food and kindred products, in which 45,505 establishments were engaged in 1921, employing 568,733 wage earners, and having a total production of $7,849,607,951. The greatest number of wage earners, 1,510,701, was employed in the textile industry, in 26,038 establishments, whose production

(*Continued on Page 14*)

NATIONAL
PIPE WEEK
JUNE 23' TO 30'



Buy a Pipe

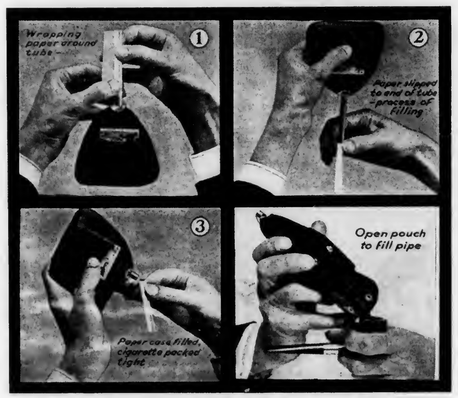
JOIN THE EVER-GROWING RANKS OF
PIPE SMOKERS!

DUAL CIGARETTE MAKER AND TOBACCO POUCH

For many years past and up to the present time there has been a very large demand for a practical cigarette maker that can be carried in the pocket and that will make a cigarette quickly and perfectly.

There has recently been granted a very broad patent on a Pouch Cigarette Maker which combines every practical feature a smoker can desire.

The design is a tobacco pouch in which the cigarette maker is placed, and on one side of the pouch there is made a small pocket for the convenience of cigarette papers, so all that is necessary when wanting a cigarette is to take the pouch from the pocket and you have at once the combination for making a cigarette—the tobacco, cigarette maker and papers.


Wrapping paper around tube
1
2
Paper slipped to end of tube - process of filling
3
Paper cut & filled, cigarette packed tight
Open pouch to fill pipe

The above illustration will show how easily a perfect cigarette can be made while walking, in an automobile, or in a gale of wind without wasting the tobacco.

There is another added feature to this pouch—it is a convenience for filling the pipe and will find a very ready market among this class of smokers. There are many pipe smokers who would occasionally like a cigarette from the tobacco for which they have acquired a taste. Pipe tobacco is usually coarse and short cut and is very hard to roll into a cigarette by hand as the sharp points of the tobacco when manipulated by the fingers tear fine holes in the paper and ruin the cigarette.

With the Dual Cigarette Maker this difficulty is entirely eliminated.

The smoker who rolls his own is confined principally to a flaky tobacco, but would much prefer using a short cut tobacco because it is more palatable and makes a more enjoyable smoke.

The smokers of cigarettes are waiting for a simple device for the making of their own cigarettes. Thousands have tried to roll their own but would not take the time or the patience to learn.

The Dual Cigarette Maker is not like the average new article which is to be placed on the market where a demand must first be created. Millions of dollars are spent every year by the tobacco manufacturers in advertising their tobacco for rolling your own.

(*Continued on Page 16*)

News from Congress

(*Continued from Page 12*)

was valued at $6,961,132,289 and that industry is second in importance. The iron and steel industry was third in importance, with 1,030,248 wage earners and producing goods to the value of $5,592,204,380.

The savings in various industries which have resulted from the elimination of unnecessary sizes and styles, brought about following conferences between representatives of the trades and officials of the Department of Commerce, have resulted in a flood of requests from business men for additional conferences. it is probable that a string of such conferences will extend through the coming summer.

The plan followed by the department is to get representatives of the various branches of an industry together in Washington, when methods of reducing varieties and unnecessary sizes are discussed. The department, following such a conference, compiles all the data which can be secured upon the commodity under discussion, and in a pamphlet or other publication discusses the variation which has existed in the past and explains the recommendations made at the conference. This study is then distributed among the trade generally, and the various establishments are asked to indicate their sentiments regarding the proposals. It has been found that the recommendations made during such conferences are usually adopted, although it is not compulsory that such action be taken.

Good will, the most precious American business asset, is being seriously jeopardized abroad and our prestige among foreign buyers damaged by the inexcusable practices of some of our manufacturers and exporters, who abandoned their foreign contracts under the allurement of "boom" domestic demands, according to Julius Klein, director of the Bureau of Foreign and Domestic Commerce. So serious is this condition becoming, according to Dr. Klein, that the reputation of Chinese bandits as disturbers of commercial security is not more unenviable than the notoriety being achieved by such firms, who are outlawing themselves in the markets of the world by their unscrupulous disregard for the first principles of loyalty to their overseas buyers and agents.

If the United States is to level out the valleys of periodic depression in the curve of its business cycles and is to keep its factories and farms steadily provided with an outlet for their products, the director points out, the maintenance of foreign markets must be assured regardless of the fluctuations of domestic market conditions. Those who take "flyers" in foreign trade will probably pay heavily for their experiences and will almost certainly damage the general reputation of American business abroad, while even worse is the man who looks upon foreign commerce as a "life saver" in hard times.

(*Continued on Page 16*)

A Spanish Cedar Box Has No Rival— No Real Substitute

For generations SPANISH CEDAR BOXES have been recognized as the best containers for good cigars. It is admitted that SPANISH CEDAR, endowed by nature with unique properties, preserves the condition of the tobacco and improves the aroma.

A great many "just as good" arguments have been advanced by those offering substitutes for Cedar Boxes, and economic conditions have, to a certain extent, been taken as an excuse for the introduction and use of containers other than those made of SPANISH CEDAR.

While Domestic woods, tin, glass, paper and other substitutes for Cedar have been advertised and sold, nevertheless everyone admits that for packing cigars there is nothing equal to SPANISH CEDAR BOXES.

If you are not using the

"Quality Container"

ask your Box Manufacturers to quote you on the SPANISH CEDAR BOX.

Spanish Cedar Cigar Boxes Make Good Cigars Better

(*ADVERTISEMENT*)

News from Congress

(*continued from page 14*)

"American manufacturers must never lose sight of the fact that their buyers abroad have spent time and money in introducing their product and in building up a clientele," he declared, "and that they are as much a charge upon the manufacturers' good faith as the merchant in Oshkosh or St. Louis."

Washington, D. C.—The Federal Trade Commission has issued formal complaint against the Wholesale Tobacco Dealers of Phoenix, Arizona, the American Tobacco Company, Liggett and Myers Tobacco Company, and P. Lorillard Company, charging them with co-operatively fixing standard prices at which certain tobacco products shall be resold. The commission alleges that the respondents, in an effort to substantially lessen competition among themselves and other tobacco dealers, have sold only to such dealers as have agreed to abide by the standard price list and have refused to sell to dealers who would not do so.

Members of the Wholesale Tobacco Dealers of Phoenix who are named as parties to the complaint are: Baswitz Cigar Company, Hall-Pollock Company, Hass, Baruch and Company, and the Melczer Company.

Washington, D. C.—Four pages are required for the list of respondents named by the Federal Trade Commission in a formal complaint just issued, charging the conference of Wholesale Tobacco Dealers of Oregon, the American Tobacco Company, the Liggett and Myers Tobacco Company and others with having entered into agreements among themselves for the purpose of fixing and maintaining standard resale prices of certain tobacco products.

The commission alleges that this combination to maintain standard resale prices results in a substantial lessening of competition between the respondents and other dealers and is an unfair method of competition. The respondents named in the complaint are: The American Tobacco Company, the American Tobacco Company of the Pacific Coast, Liggett and Myers Tobacco Company, Conference of Wholesale Tobacco Dealers of Oregon, Wholesale Tobacco Dealers' Conference, Sacramento Valley Wholesale Tobacco Dealers' Conference, Los Angeles Conference, Western Washington Wholesale Grocers' Association, Wholesale Tobacco Dealers of Spokane, Utah-Idaho Grocers' Association, and the members of the various organizations named above.

DUAL TOBACCO POUCH

(*Continued from Page 14*)

Following are a few of the many good reasons why it is an advantage to make your own cigarettes with the Dual Cigarette Maker:

1. You see the tobacco that goes into the cigarette and you know it is clean.
2. You can buy different brands of tobacco and blend them to suit your taste.
3. The short cut or flaky tobaccos are not doctored up as is the tobacco in the manufactured cigarette, therefore it contains less nicotine.
4. You can make a full-size cigarette, which is not the usual practice by hand.
5. If you are a pipe smoker, it is not necessary to carry a pouch of tobacco in one pocket and a bulky package of cigarettes in another pocket. The Dual Cigarette Maker combines both of these features.

The following statistics have been gathered from various channels in the tobacco industry, such as trade papers, tobacco specialists and manufacturers, and we believe them to be true to the best of our knowledge, which will further back up the statement that the market is already created for the Dual Cigarette Maker.

There are approximately 4 million pocket tins of short cut tobacco sold in the United States each day.

There are approximately 2 million pocket bags of short cut and flaky tobaccos sold in the United States each day.

There are approximately 8 million smokers who use a pipe in the United States.

There are approximately 4 million smokers who roll their own cigarettes by hand in the United States.

There are approximately fifteen million smokers of cigarettes in the United States.

There are approximately 2 million women smokers in the United States.

The Dual Cigarette Maker is appreciated by all smokers because

1. It is a combination cigarette maker and pipe filler.
2. It will make a perfect cigarette from any short cut or flaky tobacco.
3. It will contain sufficient tobacco to make fifty cigarettes.
4. It is made of genuine leather, rubber lined, keeping the tobacco moist and sweet.
5. It will make a perfect cigarette in a gale of wind without wasting tobacco.
6. It is simply constructed and easy to operate, and cannot get out of order.
7. It is neat in appearance and made to fit the pocket.
8. It meets the demand and appreciation of every smoker, and makes an ideal gift.

The counter display cutout is very unique. Designed not only to display the goods but illustrated showing the making of a cigarette which attracts the eye and attention, leaving little to be done by the man behind the counter to complete the sale.

SCHINASI BROS.

NATURAL

The *Original* Egyptian

CIGARETTE

To Whom It May Concern:

To the right you see the LIBERMAN POWER SCRAP BUNCH MACHINE which has for more than a year been working successfully in many high grade cigar factories.

You can LEASE or BUY it with Service Guaranteed.

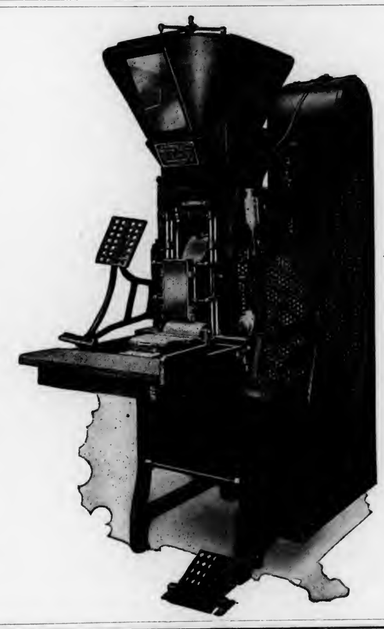
It makes Perfect Bunches of any size and shape—out of any size scrap.

Its daily production is 4000 to 7000 Bunches—depending on the speed of the operator.

The latest improved model is Simple in Construction and does not require a mechanic to adjust and keep in order.

FULL PARTICULARS ON APPLICATION

LIBERMAN MANUFACTURING CO.
N. W. Cor. 20th St. and Allegheny Ave.
PHILADELPHIA, PA., U. S. A.



ONE of my valued friends is a clerk behind the counter.

Oh, excuse me. I meant to say a Salesman behind the counter. He is no clerk. He climbed out of that class long ago.

He is one of my sources of information from which I get the good stuff I hand out to you.

He has a big following; people like to have him wait on them. He gets a good salary and a percentage of his sales, and makes real money.

In the course of our little talk while at lunch yesterday he handed me these few fundamentals which have helped contribute to his success. He said:

Remember your customer is human, regardless of what he is or what he is worth. He responds to sincerity, courtesy, interest, promptness, and that indescribable Something which savors of deference without servility. You should look him straight in the eye without an offensive stare, and speak. Say something, unless he speaks without hesitation. More people than you realize are at a loss for words to start a conversation.

And then there is the smile about which we hear so much. A smile isn't a broad and foolish grin. It shouldn't be so obvious that it makes you look foolish and the customer feel uncomfortable. It is a happy and pleasing combination of the mouth, the look of the eye, the expression of the face, the pose of the body.

It ain't easy to get. It calls for months and years of careful practice before the glass. The art comes hard, but when you do at last get it it is worth its weight in gold.

And then you want to know your goods. Want to know them from the seed up. Everything connected with them, particularly anything of human interest. You want to be such an expert that a cranky judge in court who just loves to bawl out witnesses would admit you as an expert if you were testifying in a case.

And you should watch to let fall quietly information here and there about the goods your customer was looking at, without thrusting it on him like a babbling nuisance slams his idle words at you.

The above were the hints of my friend for my readers, and I add to them salesmanship behind the counter seems to consist of knowledge of your goods, knowledge of human nature and a highly developed art in the practice of pleasing and influencing folks.

Go to it, you ambitious ones, and acquire these, and great will be your success.

The following letter, written by the President of La Salle University to the readers of the little magazine they publish, called "Personal Efficiency," will give an idea of the number of young men who are training for more efficiency. There are sixty thousand yearly, and one, seventy years young, is studying law.

He writes—"Today if a man neglects to train for a bigger job there are plenty who will. Sixty thousand enroll every year in this university to throw themselves heart and soul in the all-engrossing contest for better positions in business, and they are earnestly declaring their purpose to win out in the great game. Some are college graduates, some are business men, some are clerks, and some are engaged in various kinds of labor. They will study their mail course during leisure hours, and thus they will prepare themselves to graduate with success, honors and wealth in the college of Hard Knocks in which we all are students."

If you were called as a witness in a lawsuit I wonder if you could qualify as an expert before a critical and cross-grained judge. If he should suddenly ask you how much the production of smoking tobacco had increased the last fifteen years, could you as suddenly fire back that it was one hundred and twenty-three million pounds annually?

Could you rattle off a list of twenty or thirty of the world celebrities who gather inspiration from the pipe and who rely upon its soothing influence to assist them in solving problems of state?

Could you say that you kept your finger upon the pulse of the public taste, and as the pipe grew in popularity you emphasized its importance in business by giving it ever-increasing space in your show window, in your show case, in your advertising and in the panegyrics your tongue paid it in your conversations with your customers?

And are you planning to give "Pipe Week," June 23 to 30, as big a holler as you are capable of putting forth? Are you?

Why not plan a show window unique, original, striking! Something which will center the gaze of the world upon your store and make every astronomer in Mars and Neptune turn his big telescope upon your show window. Don't let this opportunity pass of making such a display and such a talk that every he-man for twenty miles around will buy a pipe and a bag of tobacco from you.

(*Continued on Page 25*)

DISCOVERIES

For two hundred years following the travels of Marco Polo in China, European Kings and Merchant Princes had hoped to gain a trade contact with Cathay, a fabled land of spice and gold and precious stones.

In 1521, Magellan, the first Spanish explorer to find a passage westward to India, discovered the Philippine Islands.

In 1922, many American cigar distributors and dealers discovered the profit-making passibilities of building business on a staple brand of Manila cigars.

Discoveries open the gates of opportunity to every one. They make possible the extension of trade, they create new wealth, they enrich, they confer lasting benefits on humanity.

Brand building on staple Manila cigars is a sure way to land you safely on the shore of prosperity.

List of Manila Factories and Importers on Application.

THE MANILA AD AGENCY - - 15 William Street, N. Y.

(C. A. BOND, Manager)

A Smoker Blindfolded

or with His Eyes Closed

cannot tell whether he is smoking a cigar having a dark or a light wrapper.

Cigar manufacturers know that the mildness or strength of a cigar is governed solely by the Tobacco in the filler.

We feel that the consumer should be educated by means of a publicity campaign to the fact that when he wants a pleasant mild smoke it makes no difference whether he chooses a dark or light wrapped cigar.

It is conceded that no Tobacco in the world combines so many essentials to the making of a *good mild* cigar as Porto Rican. Besides being aromatic and fragrant, it possesses practically no chlorine and therefore burns evenly and freely.

This year's crop is of exceptional quality, which means that a treat is in store for the American smoker, as Cigar Manufacturers throughout the entire country are realizing more and more that Porto Rican Tobacco used as a filler exclusively or blended with other Tobacco makes a cigar which pleases the majority of smokers, who prefer a mild but fragrant cigar.

GOVERNMENT OF PORTO RICO

Tobacco Guarantee Agency

W. L. DANNAHOWER
AGENT

136 Water Street - - NEW YORK
Telephone John 1379

EDITORIAL COMMENT

(*Continued from Page 7*)

Resolutions may come and go, but their authority remains but empty words so long as there is no co-operation among those they are supposed to benefit.

Hence this growing spirit of good-fellowship and widening acquaintanceship among the members of the trade and its branches lights the skies of our industry with a glowing hope that there is an awakening to the realization that progress can and will be made through co-operative effort.

Without in any way reflecting upon the high importance of the business sessions, it must be conceded that the social hours of the convention gave the real opportunity for increasing intimacy among the members of the trade.

Cigar manufacturers, jobbers, leaf tobacco men, machinery manufacturers, lithographers and cigar box manufacturers all gave their best efforts in the various conferences to produce definite results. Committees with power to act have been appointed and while it may take some time for them to function, there can be little doubt but what they will be productive of lasting results beneficial to trade interests.

Those of the industry who failed to attend the Fourth Convention of the Tobacco Trade missed a milestone in the progress of their business. Never before has there been so large a gathering, or so great an opportunity for the free discussion of all problems affecting the industry.

FLORIDA TAKES ACTION AGAINST MISBRANDING

The following resolution has been adopted individually by the following organizations and forwarded to all tobacco trade papers: The Cigar Manufacturers' Association of Tampa, the Tampa Board of Trade, the Jacksonville Chamber of Commerce, and the Key West Cigar Manufacturers' Association:

"WHEREAS, certain manufacturers of cigars operating their factories outside of the State of Florida have, in recent years, made the practice of adopting brands, trade-marks and trade-names indicating that their cigars are manufactured at Tampa, Key West or Jacksonville in the State of Florida, thereby seeking to obtain advantage of the reputation of those cities as centers of the manufacture of high grade cigars and deceiving the public into purchasing goods under the belief that they are manufactured either at Tampa, Key West, or Jacksonville, and

"WHEREAS, such practices are disreputable, unfair and unjust to the public, as well as to the manufacturers of cigars located at Tampa, Key West, and Jacksonville,

"NOW, THEREFORE, BE IT RESOLVED by the Cigar Manufacturers' Association of Tampa, Florida, that all trade journals published in the interest of the tobacco industry be, and they hereby are earnestly requested to refuse to carry any advertisement for, or give any publicity to, any brands of cigars made by manufacturers under any such misleading labels, brands, names or trade-marks."

RELIABLE FIRMS OF

YORK, PENNA.

There are many ways to get business, but there is only one right way.

Try to remember the other fellows best interests.

It will get you more "repeat business".

H. G. BLASSER & CO.
PACKERS AND DEALERS
Leaf Tobacco
FANCY FLORIDA and GEORGIA WRAPPERS
Stripped and Booked Pennsylvania and Ohio Tobaccos
Samples and quotations cheerfully submitted

C. S. GABLE
CIGAR MANUFACTURER
Main Factory and Office, Queen and York Sts.
Branch Factories: Strinestown, Pa.; Jacobus, Pa.
Maker of "FORUM" Mild Havana Cigar, "DOUGLAS FAIRBANKS," "CERTIFIED CHECK" and "HAMILTON FISH"

Robert Schubert Co.
124 MAIDEN LANE, NEW YORK
SUMATRA and HAVANA
York Office, Queen and York Streets

C. H. Plitt Cigar Co.
MAKERS OF
"Casilda" Cigar," 10c and up
"20th Century," 8c "New Century," 8c
CIGARS OF QUALITY

York, Penna., June 13, 1923.

THERE was quite a large attendance at the regular monthly meeting of the York County Cigar Manufacturers' Association, held on Monday night, June 11th, at Red Lion, with B. M. Hannigan presiding. From the little talk by T. E. Brooks one could infer that he was not overly pleased with results obtained at the recent convention of the Tobacco Merchants' Association at Washington. That is so far as being of any great benefit to the local association. Well, that should not in any way hinder the local association from going ahead and working all the harder for the good of the industry in general and ours in particular.

With everyone in the trade willing to do his part toward building up York-County-made goods, why should we not become as well known as any other cigar manufacturing center?

Right here we would like to call attention to an old mistaken idea, and that is, that our own home product must needs have a misleading label, or be misbranded, such as Tampa-made or Key West marks, in order to get a larger distribution. Why should we label our goods as if made in Tampa, Key West, or any other place but where they really are made? By doing this you only continue to call the attention of the trade to some other place of purchase and that way show skepticism in the quality and worth of your own product

Everyone knows, or should know, at least, that in every trade manufacturing center there are some very good, some ordinary and some very "punk" stuff turned out, so why should we make believe that our goods are any other than our own? If you are going to build for the future and want your own section to be known, for goodness sake quit trying to boost some other place. In the long run it never pays to be other than our own true selves. Which also applies to anything that we manufacture for the markets.

Bill Knaub has just recently opened, at No. 30 North George Street, what he calls the Cigar Box, and for beauty and convenience has it all over some of the old-time cigar stores. The place, while of small space, yet that same space is certainly utilized to best advantage, not a foot of it lost. Bill says that he planned

(*Continued on Page 22*)

TADEMA HAVANA CIGARS
Argüelles, Lopez & Bro.
MAKERS
General Office and Factory, TAMPA, FLA.
Eastern Office 222 Pearl St. New York
Warehouse Havana Cuba

"HOOK UP" YOUR BRANDS
WITH NEW TRADE
BY PACKING YOUR CIGARS
IN WOODEN BOXES
WE MAKE GOOD BOXES—TRY US
Windsor Cigar Box Co.
WINDSOR PENNA.

TASTES differ in smoking as well as in other matters. That's why Bayuk Products include quality cigars to suit different individual tastes to perfection. And it makes selling easy.
BAYUK BROS. INC.
Originators of the
BAYUK INIMITABLE BLEND and
BAYUK INCOMPARABLE BRANDS
PHILADELPHIA
New York, 119 Lafayette Street Phone Franklin 3166

York County Items

(*Continued from Page 21*)

all the fixtures and had them built to order to fit the spaces. It is finished in fine mahogany throughout and mighty attractive. He carries a full line of fine cigars, cigarettes, candy and smokers' articles, also all popular magazines and papers.

Young & Busser Company, Center Square, have added a new eight-cent cigar of quality, under their private brand, "Pride of York." Mr. Bartell, who has been with this firm for many years, says it is the best proposition they have put over in a long time and they are getting a nice distribution on this cigar.

S. L. Etter & Son, North George Street jobbers, have a full window display of their pet brand, "Aristocrat," ten-cent cigar. Sam was doing some special advertising the past week, which attracted much attention around the town, when he used the special autotruck on top of which was a very large metal cigar, with exhaust pipe from the motor arranged so that the exhaust smoke puffed out of the end of the cigar. This gave it the appearance of the cigar being smoked. Of course all printed signs called attention to the "Aristocrat" cigar, best ten-cent cigar made.

From noticing the better humor that most of the manufacturers are showing when we call for news, there is no doubt that orders are coming more freely with the most of them.

John G. Bergdoll, "York Imperial" cigar, says that he could use a few more real good cigarmakers on his brand, but of course John is choicy and none but the best will suit him for this cigar, because, as he said, he has a mighty good business on this brand and he wants to hold it right up to the mark. Can't blame him, because it takes hard work and time to get a brand going, and when well established, it must be kept right up to the mark.

Allen Kauffman, of A. Kauffman & Bro., cigar box manufacturers, just returned from a few days visit to Atlantic City, where he and his family enjoyed the sights. He looks as if he enjoyed the trip and is looking and feeling fine and dandy.

C. S. Gable, Queen and York Streets, reports business picking up considerable and that his orders are coming in satisfactorily.

J. A. Doll Cigar Company, York R. D., have enjoyed a good, steady trade on their line of cigars. This firm makes the "Eventual" cigar and "Blue Ribbon," both five-cent goods. They have a large southern distribution on these brands.

H. F. Martin, of the H. F. Martin Cigar Company, has just returned from Butler, Penna, where he attended the State convention of the U. C. T. of A. Hiram is some booster for the order of United Commercial Travelers and one can always get his ear of attention when talking up the order. He says that he combined pleasure and business on this trip and also adds that he is very busy at the factory getting out "Keen-Kutter" cigars. This brand is going big with them.

JAY BEE.

Detroit News

(*Continued from Page 8*)

condition in the furniture city and that all of their brands are enjoying increased volume.

J. E. ("Jack") Wismer, representing Andres Diaz & Company, Tampa, Fla., gave the city the "once over" last week, and reported a very satisfactory business on his brand. Jack signed the TOBACCO WORLD register at Bert Johnson's and left for the "Windy City," his old home town.

A. Solomon (E. Kleiner & Company) blew into the "Dynamic City" last week with "Marie Antoinette," whose par excellence is always welcomed on our main thoroughfare. The Watkins Cigar Stores Company are successful distributors of this high-grade cigar.

"Bill" Stewart, the window-trimming ace of the Bert Johnson Cigar Company, is the proud father of a bouncing baby boy, which tipped the scales at eight and one-half pounds. From last reports mother and baby were doing fine. Congratulations, Bill, we will all smoke a "Tilford" on you, eh!

N. J. Rice, of M. Stackelberg & Company, New York, N. Y., was with us for a few days last week, showing the "White Seal" cigar, a new brand which his company is placing with the exclusive trade.

Sam Adler, of E. Popper & Company, New York, N. Y., who has been confined to the Harper Hospital for several weeks owing to an accident he met with while here, has returned to the East to resume his duties.

W. W. ("Doc") Rosebro, of the New York-Tampa Cigar Company, New York City and Tampa, Fla., was in our midst for a few days last week looking after the interests of his company's brands.

H. J. Corbin, the artistic window man, who is manager of the advertising department of the Central Cigar Company, has designed some very attractive displays on "Dutch Master" cigars. The Egyptian styles of King Tut's days are carried out very effectively, and the windows are calling the attention of the passers-by to this wonderful "Dutch Master" cigar.

Among the cigarette men who have left for the northern part of the State to work the summer resort trade are Dick Tobin, of the Falk Tobacco Company; Jack Finn, of the Phillip Morris Company, and Billy Burke, of the Tobacco Products Corporation.

Don'ts for tobacco men autoists: Never park a car in the center of a highway, near a fire plug, at a street intersection, just around a curve or corner, on a hill, on the pavement, in a dark spot without lights, in front of a theater, on soft ground, opposite a safety zone, nor near emergency entrances or exists of hospitals. If you do, "Good morning, Judge."

H. C. Gresh and Alphonse G. Kaufmann, of W. K. Gresh & Sons, Norristown, Pa., manufacturers of "Mediation" cigars, visited their distributors here last week. "Mediation" cigars are proving to be a rapid seller on the Detroit market and a splendid distribution has been obtained on the tissue-wrapped sizes. The Bailey-Wilkin Company are the local distributors.

Charles S. Mosher, of Herzog & Sarluy, New York leaf dealers, and Miss Frances Everett Bradford, daughter of Mr. and Mrs. Walter Thompson Bradford, of this city, were married on Thursday, May 17th, at the home of the bride's parents.

(*Continued on Page 24*)

SMOKERS insist on known quality in the cigars they buy. A store is judged by the merchandise it sells.
Girards are known as quality cigars. Smokers don't have to be talked into buying them. Just show a box on top of your counter. They'll sell themselves.
Girards are reputable cigars sold by reputable dealers. Link up with Girard.
Antonio Roig & Langsdorf
Established 52 years PHILADELPHIA
GIRARD
Never gets on your nerves

MERCHANTS CIGAR BOX CO.
DALLASTOWN, PA.
MANUFACTURERS OF
CIGAR BOXES & CASES
Dealers in Labels, Bands and Edgings
CAPACITY 15,000 DAILY
If It's Wood— We make them. Anything in Cedar, Veneer, Redwood and Imitation.
If It's Prices— We have them. Let us quote you on your need. Line up with a first class boxmaker for your 1923 requirements.
First Class Cigar Boxes Guaranteed

F. LOZANO, SON & CO.
HAVANA CIGARS
TRADE MARK
F. LOZANO
FLOR DE NARVEZ
VICLO
WALLS COURT
EL LESSERO
CALATRAVA
REG. U. S. PAT. OFF.
FACTORY & MAIN OFFICE, TAMPA, FLA.
NEW YORK OFFICE, 437 FIFTH AVE., N. Y.

5c "Keen Kutter" 5c

NONE BETTER FOR THE MONEY

¶ Guaranteed to be wrapped with Imported Sumatra and filled with Havana. The best *Nickel* cigar on the market for the money.

Write for open territory to

H. F. MARTIN

YORK :: :: PENNSYLVANIA

The Far-Visioned Cigar Manufacturer

Protects Present and Future Sales

By Packing His Brands In Wooden Boxes

H. E. BAIR & CO.

HANOVER PENNA.

"Quality Cigar Box Manufacturers For More than Fifty Years"

A DOG-ON GOOD 5¢ CIGAR

You cannot go wrong in handling all or any one of these brands as they are the leading 5 cent cigars.

We are the manufacturers who made it possible for you to buy exceptionally good 5 cent cigars.

East Prospect Cigar Co.

Manufacturers of "Cigars That Sell"

East Prospect : Pennsylvania

SOME TERRITORY OPEN FOR LIVE JOBBERS

DETROIT NEWS

(*Continued from Page 23*)

Ben Strauss, of A. Santaella & Company, New York and Key West, manufacturers of the famous "Optimo" cigars, was on the list of visitors here last week who signed the TOBACCO WORLD register at Watkins Cigar Company.

John A. Campbell, president of the Wadsworth-Campbell Box Company, has opened up his summer home at Kingsville on the Lake. From now on we will be unable to find John on the job at the office Saturdays, as that is the day he uses his reel and rod. A house-warming is in order and all we want is the invitation, as we understand John has a wonderful cellar. Oh, how we do like our Canadian friends, who dwell on the other side!

H. L. Rogers, of H. L. Rogers Company, Incorporated, New York, N. Y., manufacturers and importers of fine leather goods and smokers' articles, called on the Detroit trade this week. H. L. was showing a very fine line of "Peterson's Irish Pipes," which have been a standard for seventy-two years. The H. L. Rogers Company are the sole distributors for the United States of this famous Irish briar.

Max Wohllobe, of S. Joseph & Company, "Razola" cigars, called on the trade here last week, and reported a very satisfactory business on his brand.

Harry Knowles, of the Harvey System, was a Detroit visitor last week. Harry was on a tour of inspection of the various factories whose brands his company features. While here Harry spent some time at the Webster Cigar Company's factory. The "Webster" cigar has proven a big and ready seller with the Harvey System.

Thomas F. Gray, of Louis Ash & Company, manufacturers of the famous "Gretchen" cigars, was on the list who signed the TOBACCO WORLD register at Bert Johnson's this week.

R. N. Reamy, vice-president of the American Cigar Company, was on the list of visitors here last week. Mr. Reamy is on a tour of inspection of his company's factories and distributors throughout the country and will visit the Pacific Coast before returning to New York City.

Harley Davidson (Congress Cigar Company) is putting in some very effective work on "La Palina" cigars in this territory, which is also the leading seller on this market. Many beautiful and attractive signs, plain and illuminated, have been contracted for and a great number have already been erected. The combination colors of yellow and red attract the attention of the pedestrians and the name of "La Palina" is on the tongue of every smoker.

"The Canadian boundary has replaced the Mexican border as the place for excitement."

Among the out-of-town visitors who signed the TOBACCO WORLD register this week were Mort Hammer (Marcelino Perez & Company), Frank M. Lopez (Garcia & Vega), Moe Schwarz (Arguello Lopez & Brother), H. V. Messick (Cuesta Rey & Company), H. B. Mitchell (Nordaca Cigar Company), Fred Suss (S. H. Furgatch), Fred W. Bailey (H. Anton Bock & Company), James C. Glaccum (Wm. Glaccum & Son), J. E. Riordan (Grosvenor, Nicholas & Company), W. M. Simpson (Pamies Arango & Company) and George W. Stocking (Arango Arango).

Yours truly,

Mike of Detroit

Business Building

(*Continued from Page 18*)

A travelling salesman called the other day and after the usual amenities had been exchanged he proceeded to unload a grouch he had been nursing. He sells to the cigar stores that cater to the masses, and he said the universality—that's his exact word—with which they piled complaints of poor and decreasing business got his Angora.

He investigated what he could do to help his trade in the good work of business building, and his investigations led him to believe that his greatest field of usefulness lay in awakening an interest in better window displays. In displays that would really coax people in the stores and magnetize the dimes from their jeans.

He had, therefore, in his walks around town made a special study of window displays. Of course, he had specialized on cigar stores, but had included other lines in his researches.

He had indulged in pleasant little day dreams of how his customers would fall on his neck in gratitude for his helpfulness when he came around and fixed up their windows, and then sat them down in front of him and delivered a half hour discourse on the fundamentals of window displays that sell goods.

But stern reality shattered his day dreams and sent them flooey. There was no falling on his neck. No interested and grateful dealers. No warmly spoken thanks. Instead, there was indifference, disbelief in the value of show windows and no desire to learn the art of dressing them.

All of which is sad. It is very sad.

Many a merchant has made a fortune by specializing on his show windows and giving them intensive cultivation, and many a cigar dealer can double his business by this inexpensive and selfsame method.

A MANUAL OF TURKISH TOBACCOS

A highly interesting and valuable contribution to the Turkish tobacco industry is the book recently published by T. Constantinides, London, England, entitled "Handling and Blending Turkish Tobacco."

As the author states in his preface, his chief aim is to aid in simplifying and facilitating the traffic in this type of leaf tobacco.

He offers a uniform method of marking whereby a code of leaf grades can be established. There is a chapter on standard uses for standard grades, another regarding uniform clearances from bond, and several chapters dealing with handling and blending which undoubtedly will be of value to every manufacturer using Turkish tobacco.

The fact that this book is prefaced with endorsements by leading English merchants, of the suggestions set forth, indicates that the information contained therein is of more than passing importance to manufacturers using Turkish leaf.

HARRY RINALDO IN CALIFORNIA

Harry Rinaldo, who was formerly general sales representative of the Central Cigar Manufacturing Company, of New York, is now located at 942 South Catalina Street, Los Angles, Cal., and announces he would like to get in touch with manufacturers of good lines, who desire representation on the Pacific Coast.

A. KAUFFMAN & BRO. INC.

ESTABLISHED YORK, PA. 1893

MANUFACTURERS OF

CIGAR BOXES AND CIGAR BOX LUMBER

WE SPECIALIZE ON

GOLD LEAF WORK

"BEST OF THE BEST"

Manufactured by A. SANTAELLA & CO.

Office, 1181 Broadway, New York City

FACTORIES: Tampa and Key West, Florida

You give Your Customer the Best Value in

UNION LEADER

REDI CUT

TOBACCO

The 10¢ Tin

Why Pay More?

BIGGEST AND BEST TOBACCO VALUE

MADE BY P. Lorillard Co.

Established 1760

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

MONTRIDGE:—43,276. For all tobacco products. May 29, 1923. H. & H. Shop, Inc., Montclair, N. J.

BACK IN HAVANA:—43,277. For cigars, little cigars, cigarettes and smoking tobacco. June 2, 1923. H. Anton Bock & Co., Inc., New York, N. Y.

LOCOMOTIVE CLUB:—43,278. For all tobacco products. May 25, 1923. The Moehle Litho. Co., Brooklyn, N. Y.

PENN TRAFFIC CLUB:—43,279. For all tobacco products. May 25, 1923. The Moehle Litho. Co., Brooklyn, N. Y.

PHILADELPHIA TRAFFIC CLUB:—43,280. For all tobacco products. May 25, 1923. The Moehle Litho. Co., Brooklyn, N. Y.

HEATHER:—43,284. For cigarettes. May 11, 1923. E. B. Josephson, Milwaukee, Wis. (By permission of Cuesta, Rey & Co., Tampa, Fla.)

RADFORD:—43,285. For smoking pipes. June 5, 1923. John Middleton, Philadelphia, Pa.

LURIE:—43,286. For smoking pipes. June 5, 1923. John Middleton, Philadelphia, Pa.

STANDISH:—43,287. For smoking pipes. June 5, 1923. John Middleton, Philadelphia, Pa.

SUNSET HIGHWAY:—43,291. For all tobacco products. June 5, 1923. The Moehle Litho. Co., Brooklyn, N. Y.

SUNRISE HIGHWAY:—43,292. For all tobacco products. June 5, 1923. The Moehle Litho. Co., Brooklyn, N. Y.

ATLANTIC HIGHWAY:—43,293. For all tobacco products. June 5, 1923. The Moehle Litho. Co., Brooklyn, N. Y.

OLD CURLY:—43,294. For cigars, cigarettes and tobacco. June 8, 1923. The Moehle Litho Co., Brooklyn, N. Y.

LA PAGUMMA:—43,296. For all tobacco products. June 11, 1923. Pasbach-Voice Litho. Co., Brooklyn, N. Y.

C. F. B. COUNTRYMAN:—43,269. For cigars. April 19, 1923. C. F. Berkemeyer, Allentown, Pa.

ROCKY HILL:—43,270. For twist, plug and smoking tobacco. April 9, 1923. Barlow-Moore Tobacco Co., Glasgow, Ky.

SULGRAVE:—43,271. For all tobacco products. May 24, 1923. American Litho. Co., New York, N. Y.

BEAU NASH:—43,272. For cigars. May 24, 1923. American Litho. Co., New York, N. Y. (Originally registered by Geo. S. Harris & Sons, Philadelphia, Pa., February 13, 1886.)

GOLDEN GRIT:—43,273. For all tobacco products. May 28, 1923. E. L. Golden, Gettysburg, Pa.

BEVERLY LONDON MADE:—43,274. For pipes, cigar and cigarette tubes, and smokers' articles. May 29, 1923. Adolph Frankau & Co., Inc., New York, N. Y.

TRANSFERS

LA NACIDA:—22,838 (Tobacco Leaf). For cigars, cigarettes and cheroots. Registered February 19, 1902, by Simon Batt & Co., New York City. Transferred to D. Emil Klein Co., Inc., New York, N. Y., April 20, 1923.

SIMBATCO:—28,935 (Tobacco Leaf). For cigars, cigarettes, cheroots and tobacco. Registered January 4, 1905, by Simon Batt & Co., New York City. Transferred to D. Emil Klein Co., Inc., New York, N. Y., April 20, 1923.

SIMBAT:—28,936 (Tobacco Leaf). For cigars, cigarettes, cheroots and tobacco. Registered January 4, 1905, by Simon Batt & Co., New York City. Transferred to D. Emil Klein Co., Inc., New York, N. Y., April 20, 1923.

EL FUTORO:—16,993 (Tobacco Leaf). For cigars, cigarettes and cheroots. Registered May 27, 1899, by Batt & Esberg, New York City. Transferred by Simon Batt & Co., successors to Batt & Esberg, to D. Emil Klein Co., Inc., New York, N. Y., April 20, 1923.

RAIMUNDO:—16,607 (Tobacco Leaf). For cigars and cigarettes. Registered March 28, 1899, by Batt & Esberg, New York City. Transferred by Simon Batt & Co., successors to Batt & Esberg, to D. Emil Klein Co., Inc., New York, N. Y., April 20, 1923.

S. PALO Y CA.:—29,406 (Tobacco World). For cigars, cigarettes and cheroots. Registered November 12, 1913, by Simon Batt & Co., New York City. Transferred to D. Emil Klein Co., Inc., New York, N. Y., April 20, 1923.

LA FLOR DE BATT:—10,512 (Patent Office). For cigars. Registered November 17, 1903, by Simon Batt & Co., New York City. Transferred to D. Emil Klein Co., Inc., New York, N. Y., April 20, 1923.

MONTICELLO:—(Tobacco Leaf, Trade-Mark Record, U. S. Tobacco Journal). For cigars. Registered May 25, 1887, by Lichtenstein Bros. & Co., New York City. Transferred to Batt & Esberg, New York City, and re-transferred by Simon Batt & Co., successors to Batt & Esberg, to D. Emil Klein Co., Inc., New York, N. Y., April 20, 1923.

MOREA:—24,987 (Tobacco World). For cigars, cigarettes, cheroots and tobacco. Registered September 30, 1912, by State Cigar Co., Chicago, Ill. Transferred to Cole Litho. & Prtg. Co., Chicago., Ill., April 30, 1923.

TRUMBULL STEEL:—43,189 (Tobacco Merchants Association). For cigars, cigarettes and tobacco. Registered April 20, 1923, by F. M. Howell & Co., Elmira, N. Y. Transferred to J. Miller, Pittsburgh, Pa., and re-transferred to Albert Guarnieri & Co., Warren, Ohio.

LADY ROSLYN:—25,201 (Trade-Mark Record). For cigars. Registered August 19, 1901, by O. L. Schwencke, New York City. Transferred to Deutsch Bros., New York City, and re-transferred by I. J. Deutsch, New York City, successor to Deutsch Bros., to B. Lockett, Brooklyn, N. Y., April 30, 1923.

LA FLORENZA:—33,505 (Tobacco Leaf). For cigars, cigarettes, cheroots and tobacco. Registered June 6, 1907, by O. L. Schwencke Litho. Co., Brooklyn, N. Y. Transferred to Wm. Steiner Sons & Co., New York City, and re-transferred to The Christman & Vital Cigar Co., Middletown, Ohio, May 19, 1923.

BARRY:—30,895 (U. S. Tobacco Journal). For cigars, cigarettes and tobacco. Registered November 8, 1905, by Chas. Stutz Co., New York City. Transferred to the Erlich Mfg. Co., New York City, and re-transferred to Jacob Rich, New York, N. Y., February 5, 1923.

PRINCE OF HONOR:—18,555 (Trade-Mark Record). For cigars. Registered January 6, 1898, by Schumacher & Ettlinger, New York City. Through mesne transfers acquired by American Box Supply Co., Detroit, Mich., and re-transferred to Sun Cigar Co., Philadelphia, Pa., March 26, 1923.

INSTANCIA:—111,789 (Patent Office). For cigars, cheroots and cigarettes, made of cigar tobacco. Registered August 8, 1916, by Cayey-Caguas Tobacco Co., New York City. Transferred to M. Schwarz, New York, N. Y., November 26, 1917.

CUBAN EXTRA:—40,781 (Tobacco Merchants Association). For cigars. Registered April 16, 1918, by S. Loewenthal & Sons, New York City. Transferred to the Ginsburg Cigar Co., Davenport, Iowa.

TITLE CLAIMED

All rights to the title "Newbro," for cigars, are claimed by the Mid West Cigar Company, Evansville, Ind.

LEMLEIN JOINS WITH KLORFEIN

Asa Lemlein, formerly sales manager for E. H. Gato Cigar Company, has joined the forces of Julius Klorfein, as general sales manager for the "Garcia Grande" factory.

DEPARTMENT OF COMMERCE TO TRY TO HELP

Washington, D. C.

Legislation looking toward the permanent establishment of a bureau or division to handle domestic trade problems will be asked of Congress as soon as the new session convenes in December, it is indicated at the Department of Commerce. At the present time, the Bureau of Foreign and Domestic Commerce includes many divisions whose work is chiefly directed toward domestic questions, and it is planned to bring these sections into the Division of Domestic Trade, which begins operations on July 1, next.

The Division of Domestic Trade will concern itself entirely with problems of distribution, manufacture, etc., relating to the domestic market, and will endeavor to do for manufacturers and merchants transacting a purely domestic trade what is now being done for manufacturers and exporters in foreign markets. The legislation creating the Department of Commerce provided that it should give attention and assistance to domestic as well as foreign trade, but no opportunity has existed heretofore for the creation of a force to deal with the domestic problems. LINZ.

CIGAR BOXES

Dependable service—Quality packages—to meet any requirement in the Wooden Containers for Cigars

The WOODEN package is the retainer of AROMA from Factory to Consumer

The Buckley Cigar Box Co., 24 Vine St., DESHLER, OHIO.

The Buckley Box Co., 1106 West Town St., COLUMBUS, OHIO.

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
WESTERN REPRESENTATIVE:
PAUL PIERSON
139 North Clark Street, Chicago, Ill.
Cigar Labels, Bands and Trimmings of Highest Quality

OSCAR PASBACH, PRES. J. A. VOICE, SECY. & GEN'L. MANAGER
PASBACH - VOICE
LITHOGRAPHING CO. INC.
ART LITHOGRAPHERS
GRAND STREET AND MORGAN AVENUE
BROOKLYN, N. Y.
"We have just completed five very beautiful editions of labels, consisting of original designs and titles for sale with exclusive rights throughout the entire United States. Deliveries can be made immediately."

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
2309 Russell Street Detroit, Mich.
Corner of Grattot Street
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

SINCE 1870
CIGAR BANDS CIGAR LABELS
SPECIAL PROCESS
WM. STEINER SONS & CO.
257-265 W. 17th St. - New York City
Sole Distributors for New Model Cigar Banding Machine for Ungummed Bands

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

The Celebrated Dill's Best
Long Cool Smoke
Dealers CAN NOW GET DILL'S BEST SMOKING TOBACCO THROUGH ANY REGULAR JOBBER
J. G. DILL CO.
RICHMOND, VA.
Manufacturers of HIGH GRADE SMOKING TOBACCO.

VALUE

Telling you about White Owl value is harder than showing you. Smoke a White Owl and you will know why it's America's most popular cigar.

General Cigar Co., INC.
NATIONAL BRANDS
NEW YORK CITY

2 for 15¢ *Wherever you go have a* **White Owl**

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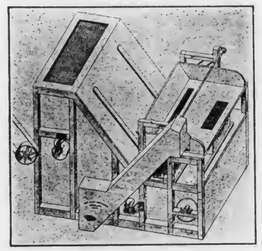
VOLUME 43 NO. 13

THE TOBACCO WORLD

JOHN H. BAKER
SCRAP CUTTER
AND
SEPARATOR



A Scrap Cutter and Separator that really does separate

Write for descriptive matter and new price

Cigar Manufacturers Making Short Filler

CIGARS

Will do well to try our

Blended Scrap Havana Aroma

On the market since 1902

Twenty years giving satisfaction right along

HAS A FINE AROMA

CAN'T TELL IT FROM THE REAL HAVANA

Write for sample and price

Baker Tobacco and Cigar Machinery Company

YORK, PENNA.

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST. PHILA., PA.

SMOKERS ASSOCIATE GOOD CIGARS WITH WOODEN CIGAR BOXES

It is natural to associate cigars with Wooden Boxes. Just as a picture of rare beauty is enhanced by an appropriate frame, so the proper container for cigars makes them stronger in their attention-drawing appeal. And the proper container for cigars is the Wooden Box. Wood harmonizes in color and is more pleasing in appearance. It is well to remember that smoking derives its popularity because it appeals to the senses of taste, smell and sight. Wood is always associated with burning and is the logical container for cigars from the psychological as well as the physical viewpoint.

A FEW REASONS WHY LEADING MANUFACTURERS SELECT WOODEN CIGAR BOXES

1. IDEAL DISPLAY: Compact, varied and eye-catching window and counter displays are most easily gotten with Wooden Cigar Boxes. With a little imagination you can show all kinds of effects and combinations with Wooden Cigar Boxes. Wooden Cigar Boxes do not have to be juggled for striking displays; they only need to be arranged.
2. CONVENIENT: Practically all cigar store windows and show cases are particularly designed for the showing of Wooden Cigar Boxes. They permit the use of all the space. No space wasted. No time lost.
3. BETTER PRINTING: There is no comparison between Wooden Cigar Boxes and substitute containers when it comes to beauty of printing and lithography. You can do almost anything with wood, while the possible treatments of other kinds of packages are very limited.
4. PERFECT AGING: Cigars age normally in wood, retaining their natural aroma from factory to smoker.
5. SATISFACTORY SELECTION: A smoker likes to see the whole length of a cigar in the box. He wants to compare the size, shape and color of the various brands and types you show him. Another point where a Wooden Cigar Box always wins the approval of the smoker.
6. NATURALNESS: Cigars are a vegetable product and belong in Wooden Cigar Boxes. Cigars from Wooden Boxes please the smoker most because the wood adds a mellowness and richness to the qualities with which the cigar has already been endowed by Nature.

Investigation in retail stores will prove conclusively that for these and many other reasons Wooden Cigar Boxes are preferred.

THE BEST CIGARS ARE PACKED IN WOODEN BOXES

"BEST OF THE BEST"

OPTIMO CIGARS — VERY MILD — VERY MILD

Manufactured by **A. SANTAELLA & CO.**
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

"For Gentlemen of Good Taste"

SAN FELICE
2 for 15c

TWO GOOD CIGARS

EL VERSO
10c—2 for 25c—15c

THE DEISEL-WEMMER CO.
MANUFACTURERS - - LIMA, OHIO

LA PALINA
IT'S JAVA WRAPPED
CIGAR

Ask your jobber for the new and beautiful La Palina window display material. Nothing like it has ever been offered to cigar dealers.

More than one hundred and fifty million sold yearly.

CONGRESS CIGAR COMPANY
Philadelphia

TRADE "JARSO" MARK
IF BORED
with cigar box dissatisfaction, place your next order with us. Our boxes give perfect satisfaction and add the finishing touch to all good cigars.

MONROE JARRETT SONS
MANUFACTURERS OF CIGAR BOXES
S.W. COR. RANDOLPH & JEFFERSON STREETS
PHILADELPHIA, PA.

To Whom It May Concern:

To the right you see the LIBERMAN POWER SCRAP BUNCH MACHINE which has for more than a year been working successfully in many high grade cigar factories.

You can LEASE or BUY it with Service Guaranteed.

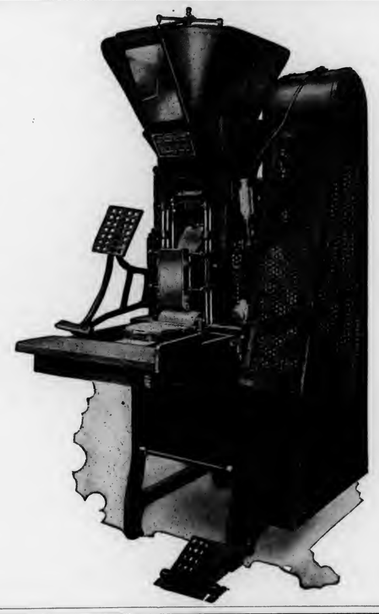
It makes Perfect Bunches of any size and shape—out of any size scrap.

Its daily production is 4000 to 7000 Bunches—depending on the speed of the operator.

The latest improved model is Simple in Construction and does not require a mechanic to adjust and keep in order.

FULL PARTICULARS ON APPLICATION

LIBERMAN MANUFACTURING CO.
N. W. Cor. 20th St. and Allegheny Ave.
PHILADELPHIA, PA., U. S. A.



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Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

FOR SALE

FOR SALE—ONE COMPLETE SET NEWTON-STOAKES LETTERING PENS, with inks and complete instructions for making nifty show cards and price tickets. Absolutely new. Address Box 451, care of "The Tobacco World."

BUSINESS OPPORTUNITY

MODERN EQUIPPED FACTORY. Desirably located, State of Pennsylvania. Steam heated. Capacity 100,000 minimum, 200,000 maximum. Producing good workmanship. Scale of price right for 10-cent line. Actively operating at present with good organization. Rent reasonable. Further details on inquiry. Address Box 454, care of "The Tobacco World."

WANTED

OLD-ESTABLISHED, SMALL MANUFACTURING BUSINESS abroad, capable of great development, requires an executive to take full charge. Experience all phases of manufacturing, marketing cigars, cigarettes and smoking tobacco desired. Apply, giving record and salary required, to M. K., care of Vredenburgh-Kennedy Co., 171 Madison Ave., New York.

SITUATION WANTED

A CAPABLE CIGAR FACTORY EXECUTIVE AGGRESSIVE with initiative and executive ability to handle large factory or factories, capable of starting chain of factories; will be open for position shortly. Address Box Z, care of "The Tobacco World."

The Tobacco World

Established 1881

VOLUME 43 JULY 1, 1923 No. 13

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

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Harry Blum's
NATURAL BLOOM
QUALITY CIGARS

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

THE ADVERTISING SENSATION OF 1923

Sky Writing

HAVE YOU SEEN IT?

LUCKY STRIKE CIGARETTE

The name of this famous brand written in the sky—two words, "Lucky Strike", six and a half miles long. Two miles up, standing out against the blue, in letters a mile high.

Thousands and thousands are seeing this greatest of all posters scheduled for 130 cities this Spring. The most stupendous advertising feat of the century.

Guaranteed by
The American Tobacco Co.
INCORPORATED

MADE-IN-BOND AT TAMPA

The Made-in-Bond Stamp is the U. S. Government Guarantee that TUVAL cigars are manufactured entirely of imported Havana leaf.

Two generations of clear Havana cigar manufacturing by Marcelino Perez & Co., have won for TUVAL the respect and confidence of the lovers of good cigars.

Marcelino Perez & Co.
709 Sixth Avenue, at 41st Street,
NEW YORK CITY

A Definite Aid to Increased Cigar Sales
IS THE
WOODEN CIGAR BOX
We offer a Quality Product
Combined with Service
YORK CIGAR BOX COMPANY
COR. HOWARD & MASON AVENUES
YORK, PA.

La Flor de Sanchez Y Haya
THE OLD RELIABLE BRAND OF
CLEAR HAVANA CIGARS
Ignacio Haya
THE ARISTOCRAT OF
THE HAVANA FAMILY
MANUFACTURED BY
SANCHEZ & HAYA CO.
FACTORY No. 1 TAMPA, FLORIDA

LA MEGA
Clear Havana Cigar
MADE-IN-BOND

LA MEGA is made only in the finer grades.
More than 50 shapes and sizes to select from.
Prices and terms cheerfully furnished upon application.
V. GUERRA, DIAZ & CO.
TAMPA, FLA.

THE verdict of millions of judges of cigar quality is that Bayuk Products win in any case. Displayed up front in your store, they will bring you bigger business.

BAYUK BROS. INC.
Originators of the
BAYUK INIMITABLE BLEND and
BAYUK INCOMPARABLE BRANDS
PHILADELPHIA
New York, 119 Lafayette Street Phone Franklin 3166

Volume 43

THE TOBACCO WORLD

Number 13

Established 1881

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, JULY 1, 1923 Foreign $3.50

EDITORIAL COMMENT

WITH labor and material at higher levels the probability of general increases in cigar prices in coming months seems inevitable. Cigar leaf tobacco of all types is commanding much higher prices and by the first of the year the manufacturer will have to take this into consideration and increase his prices if he intends to maintain his quality and still do business at a profit.

At present there seems to be a slight increase in factory orders over the past two months, and there is an optimistic feeling regarding business for the balance of the year.

Leading industrial products, however, have shown a slight decline in prices, and a decrease in orders for the future. It is perhaps a very good thing to slow down the buying movement that has been under way before the inflation became dangerous. There is no doubt but what goods have accumulated in many lines and it will be well to have these stocks reduced as expeditiously as possible.

We are doubtful if the conditions in the cigar industry warrant the jobbing and retail trade in any heavy buying as a matter of protection against advances. What we need is a steady normal production which can be had only with a steady flow of orders.

A rush of fall buying would again start competition for labor, causing higher wages and dissension in the industry. There would be overstocking of brands and the possibility of entering 1924 with thousands upon thousands of cigars to be unloaded.

We believe it is safest for the trade to buy according to reasonable needs. If higher prices come, they will have to be paid. Overstocking a perishable product like cigars ultimately means a financial loss, to say nothing of tying up capital unnecessarily.

It took nearly two years to clear the country of the overproduction in 1920 which resulted from wild overbuying. Let the present situation be approached with caution so that 1924 will not bring a lot of headaches.

A PRESS dispatch from Sweden states that the Fire Prevention Society of that country has undertaken a nation-wide drive to reduce the number of fires caused by careless smokers.

Of course the chief blame is laid upon the cigarette, and while undoubtedly there are many fires caused by them, there are also many fires for which the cigarette is blamed that they did not originate.

Following the Broad Street Station conflagration in this city, practically all the local dailies stated in big headlines the next day that it was probably caused by a cigarette or cigar stump. The fire chief later expressed his opinion that crossed electrical wires were responsible.

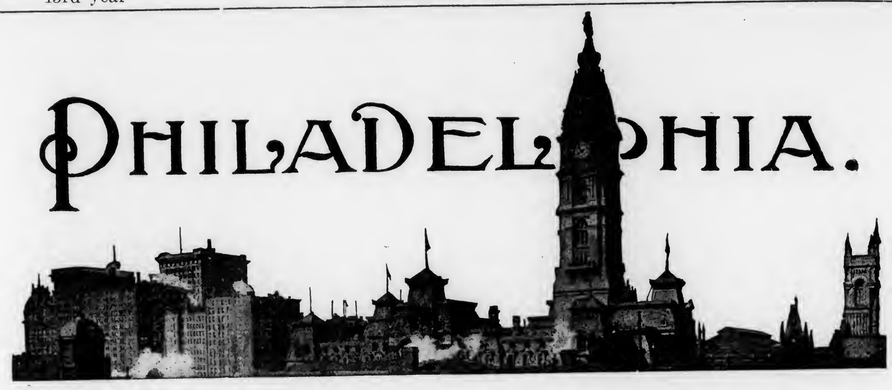
However innocent the careless smoker may be, there is no reason why the tobacco industry should not lend its complete co-operation to any movement which will reduce the number of preventable fires. Every individual or corporation buying fire insurance is paying for preventable fires in his premiums. The tobacco industry is a tremendous buyer of insurance, therefore it has a great incentive.

When the Swedish Tobacco Monopoly, which controls the cigarette production of Sweden, was approached to assist in the fire prevention campaign, the executives immediately agreed to print upon every cigarette package the warning, "Kill your cigarette when you are through with it." The repetition of this warning on 100,000,000 packages this year will not be without its good results, for repetition is one of the most powerful forms of advertising.

A similar warning could be printed upon the paper wrappers with which some manufacturers cover their cigars.

Does this not offer a suggestion to American cigarette manufacturers? The co-operation of the tobacco industry should prove a powerful force in reducing the number of preventable fires.

PHILADELPHIA.



PIPE WEEK NOT PROPERLY SUPPORTED

In spite of the expected success of National Pipe Week and the promise of increased pipe and smoking tobacco business for that week, if it had been properly supported, the Philadelphia retailers displayed very few signs calling the attention of the smoker to the fact. There were very few catchy window displays to urge the smoker to invest in a new pipe, or buy some smoking tobacco for their old one. It is possible that the pipe manufacturers did not start in time to advertise the fact that this event was coming.

Probably the most interesting display in Philadelphia during National Pipe Week was that of Yahn & McDonnell, who advertised Pipe Week extensively and devoted all of their windows in the Widener Building store to it. Among the famous makes displayed were "Dunhills," "Orlik," "Kaywoodie," "BBB" and "GBD." In addition to this, many fine pipes of meerschaum and others of fine workmanship were displayed in special cases. They also offered an English pipe as a special for the week at $2.50 each.

Godfrey Mahn, at Thirteenth and Chestnut Streets, devoted one window to the "Sasienta" pipe. However, there were no posters to indicate that this was National Pipe Week.

Practically all of the stores belonging to chains displayed a few pipes, more or less, but they too did not take the pains to call attention to the fact that this was National Pipe Week.

However, reports indicate that a good beginning has been made for National Pipe Week, but it must receive a larger support from the manufacturer if the retailers' co-operation is to be secured. Also, events of this kind cannot be successfully developed in the short space of time which was allotted to establishing this first National Pipe Week.

ANOTHER NEW CONCERN SHORTLY

It was announced last week that a new cigar manufacturing concern would be organized by Sig C. Mayer, head of the former Sig C. Mayer & Company, Tom H. Dean, H. H. Kynett and Frank P. Dill, all Philadelphia men. Announcement has also been made that the "Royal Lancer" label has been purchased from the General Cigar Company for the use of the new company. The name of the company has not been decided upon as yet.

FRISHMUTH DENIES SWINDLE

John C. W. Frishmuth, who was held for a hearing in Ardmore on the charges of selling stock in the Frishmuth Tobacco Company when the company was insolvent, vigorously denied the charges and stated that the charges were merely a scheme of the stockholders to force him to pay out money which he did not possess. His mother-in-law also stated that at the time of the alleged swindle the Frishmuth Company was not insolvent.

Mr. Frishmuth has stated that he felt very sure of vindication.

CORAZA BUSINESS SATISFACTORY

At the Coraza Cigar Company we received very optimistic reports of their success. Mr. Howard F. Pent, president of the company, has secured a goodly supply of the finest Java tobacco that can be procured, and thus the quality of "Marshall Field" cigars is assured for some time. Mr. Pent also reports that he is well satisfied with the distribution the "Marshall Field" is receiving, and is satisfied that the brand is making many lasting friends.

VISITORS AT BAYUK BROS.

E. V. Schnoor, of the E. V. Schnoor Cigar Company, of Wichita, Kas., and distributor for Bayuk Bros.' products, was a visitor at the home office last week; also A. B. Creech, the Texas, Oklahoma, and Kansas representative for Bayuk Bros., dropped in as he was in the East enjoying a short vacation. Business on Bayuk products is going along splendidly and they report no cause for complaint. A special meeting of the stockholders has been called for July 12th at Baltimore.

MONROE JARRETT SONS BUSY ALWAYS

At the plant of Monroe Jarrett Sons, cigar box manufacturers, southwest corner Randolph and Jefferson Streets, everything is always on the go, because this plant has a real live organization presided over by energetic Elmer. Elmer sojourned to Barnegat Bay last week to give the fish a treat, and reports that barrels of fish were caught, but owing to the extremely hot weather at that time they were unable to bring any of them home, and they weren't the kind that are usually eaten anyway.

ARE YOU SORRY YOU LEARNED TO SMOKE?

The Philadelphia *Bulletin* is making a practice of asking five persons, picked at random on the streets of Philadelphia, a certain question every day and printing their answers. The following question was asked the other day, and the following answers were published in the *Bulletin* that day:

Question

Do you wish you had never learned to smoke?

Where Asked

Broad and Arch Streets.

The Answers

1. John F. Hinckley, 5427 Lansdowne Avenue, building superintendent: "I've been smoking for sixty-two years, and have never been ill in my life. Why should I regret it? If doctors had to depend on me they'd have to take down their shingles. I started to smoke when I was nine years old and haven't given any serious thought about undertakers yet. Oh, they blame lots of people with serious ailments who never smoked at all. All you got to do is think of the people who live to be ninety and past that. You'll find that many of them were true to their old pipe."

2. Paul E. Runey, 5316 Eadom Street, driver U. S. Army: "You can bet I'm ready for a smoke most any time. Maybe I'm not glad I don't live in one of those burgs where they sell the bootleg cigarettes. What's better than a quiet smoke if you got something that's fussing your mind? When a fellow watches the smoke curling away in rings it helps him to forget his troubles and drives away the blues. Am I right? Sure, I am."

3. Morse Oppenheimer, 431 South Forty-ninth Street, tire representative: "There's been a lot of talk about the bad effects of smoking but most of it's exaggerated. I've been a smoker from away back. Can't remember exactly how many years. I was an opera singer for a long time and even when I followed that career smoking did not affect me in the least. A good smoke's soothing to the nerves. If I have anything bothering me I just light a cigar. Then the trouble blows right away with the smoke."

4. Andrew E. Duff, 1254 South Forty-ninth Street, chauffeur: "I think a good smoke after dinner is fine. It gives a fellow a lot of satisfaction. I wouldn't advise anyone to start smoking deliberately but most men just drift naturally into the habit. I see no harm in it if you don't smoke to excess. I think it eases your nerves and there's no doubt that it helps a fellow to think in a clear way. I can't say that I'm sorry I started to smoke. But when you go to excess of course it's like anything else. I use cigarettes but I don't go strong with them."

5. Norman D. Kinder, 1927 Pratt Street, Frankford, salesman: "I'm not the least sorry I smoke. I don't believe in making a human smokestack of one's self, though. A fellow ought to be reasonable about it. A cigar or a pipe is a good companion. I can't say that for cigarettes. There's nothing better than a good smoke at times."

DUSEL, GOODLOE & COMPANY TAKE ON "LA PRIMADORA"

The well-known jobbing firm of Dusel, Goodloe & Company, located at 112 North Seventh Street, has taken on the famous "La Primadora" brand for distribution in Philadelphia and vicinity. P. M. Forristal, sales manager for the "Blackstone" factory, was a visitor at this house last week.

CONGRESS STILL HUSTLING

Although the new building of the Congress Cigar Company, manufacturers of the world famous "La Palina," at Third and Spruce Streets, is not yet finished; they are, however, making about 75,000 cigars per day there. It is hoped that this building will be completed and ready for occupancy by the office force by the middle of July. E. V. Schnoor, of the E. V. Schnoor Cigar Company, of Wichita and Kansas City, was a visitor at the factory the past week and left on the 27th of June for Chicago. The Congress Company report that they are selling all the cigars they can make, and do not expect to be able to meet the ever-increasing demand for their product in spite of the increased capacity they will have when their new factory is completed.

BOBROW BROS. REPORT INCREASED BUSINESS

At Bobrow Bros. plant they report an increase in orders and business is improving nicely on their brands. W. R. Pope, their Southern representative, was a visitor last week, also V. R. Newman, of Indianapolis, who handles Bobrow brands.

August Wolf, of Wolf & Lavenson, specialists in window display advertisements, sailed for Holland last week to be gone about six weeks. Mr. Wolf is seeking new ideas for advertising and at the same time seeking a little pleasure and rest.

Ben R. Lichty, of Otto Eisenlohr & Bros., and Sam Bayuk, of Bayuk Bros., are members of the subcommittee appointed at the meeting of the cigar committee of the T. M. A. a short time ago to give further consideration to a slogan suitable for adoption by the cigar industry.

DOES COURTESY PAY? YES! CERTAINLY!

"Why do you thank me for obliging me with stamps?" inquired a jovial customer at Byars' drug store in Charleston, S. C. "You're not making a profit on them, are you? It seems to me that I ought to be the one with the thanks."

"You are," Perrin Byars said, with a smile. "You have our thanks and stamps in exchange for your money and request."

"But why do you thank me when you sell stamps without a profit?" pursued the customer.

"Did you notice that sign as you came in?" asked Byars.

Turning from the counter, the customer saw a large placard in the center of the store on which appeared the words:

"If we forget to thank you, your purchase is free."

"Most everybody does it," continued Byars. "I got the idea from a tobacconist at Fort Oglethorpe. The man had been injured in some way and couldn't get in the service. Say, the way the fellows crowded his place to buy and get his thanks was a lesson! He even said 'Thank you' when he gave you the matches you'd gone off and left. He said 'Thank you' with his heart in it, and it was worth a purchase just to hear him put all he had in it. Judging from his enthusiasm, you might think he hadn't had a customer in two months, instead of having his store packed with

(*Continued on Page 10*)

T. M. A. CIGAR COMMITTEE AT WORK

Unmistakably imbued with an intense ambition to carry out the mandate of the Cigar Group Meeting, held at the recent T. M. A. Convention, the cigar committee appointed at the convention, of which Mr. Henry G. Wemmer is chairman, held its first meeting at the T. M. A. headquarters Wednesday, June 13.

Besides Chairman Wemmer, who presided, the meeting was attended by:

George W. Van Slyke, president G. W. Van Slyke & Horton, Albany, N. Y.

Jacob Mazer, secretary Mazer Cigar Mfg. Company, Detroit, Mich.

D. Emil Klein, president D. Emil Klein Company, New York, N. Y.

R. E. Christie, vice-president American Cigar Company, New York, N. Y.

William Best, vice-president General Cigar Company, New York, N. Y.

Julius Klorfein, of Julius Klorfein, New York, N. Y.

Julian S. Bach, of Elias Bach & Son, New York, N. Y.

Nathan I. Bijur, of E. Rosenwald & Bros., New York, N. Y.

Geo. T. Glover, of The Deisel-Wemmer Company, Lima, O.

Interesting communications from Julius Lichtenstein, Malvin Haas, Ben R. Lichty and John H. Fendrich and others, offering whole-hearted co-operation, and containing constructive suggestions were read by Mr. Dushkind, who briefly recited the events that led to the appointment of this committee, laying emphasis upon the fact that the main object was to devise ways and means to increase consumption of cigars.

A most interesting discussion of every angle of the cigar situation followed and continued for over two hours, with the result that a sub-committee consisting of William Best, R. E. Christie, Julius Lichtenstein, Ben R. Lichty and Samuel Bayuk, was appointed to give further thought and study to the entire situation and to report back to the committee such conclusions as they may reach.

In the meantime, and as a first constructive step, Mr. Best proposed that the individual advertising program now in progress, which is estimated to amount to over a million dollars, be utilized for the general promotion of the cigar business by including in every advertisement a universal slogan to be adopted as soon as practicable, accompanied by a uniform statement boosting cigar consumption. Mr. Best forcibly pointed out that this would at once serve the purpose of co-operative advertising, with approximately a million dollars' worth of space to start with, at no cost except to the individual advertisers.

Mr. Best also suggested that the slogan should be used on all posters, show cards, window displays and all other advertising material.

These suggestions were unanimously adopted, with the understanding that the slogan committee be called upon to proceed with all possible speed to give further consideration to the adoption of a suitable slogan. A meeting of the slogan committee will accordingly be called within the next few days, when it is hoped that an appropriate slogan will be adopted.

GANS CIGAR COMPANY ORGANIZED

The following announcement has been sent out to the trade:

Mr. Ralph M. Gans begs to inform the trade that he has secured the rights, titles, brands, and good will of the old firm of Gans Bros., and has reorganized and will actively do business under the name of Gans Cigar Co., Inc., with offices at 437 East Seventy-seventh Street, New York City. A new list of stock sizes and prices are now in preparation and will be announced in the immediate future.

He trusts to be the recipient of your further patronage and continued co-operation.

The new concern also intends launching a new Sumatra wrapped, Havana filled, brand which will be known as "Superval."

DOES COURTESY PAY?

(*Continued from Page 9*)

eager buyers at the very time he was giving you his attention. All who saw him must have been favorably impressed with his success. I often wonder how many men adopted the idea when they got back to business. I was one of those who didn't forget, and the sign—a duplicate of the one in the tobacco store—went up here just as soon as my partner and I started the store.

"We know that every man, woman or child who comes into our place, even if only to ask information, means that much added to our getting acquainted with a customer or of cementing the good feeling. It all adds to our business in one way or another.

"No, we have not had a claim in the two years we have been doing business. Several times some one or other has come to me and said that they have tried to engage the soda clerk or one of the helpers in conversation just to throw him off and make him forget to protect our guarantee, but they could not do it. All of us have become so accustomed to saying 'Thank you' at the conclusion of a transaction that it has become a firm habit—and a mighty good habit, too."

"Well," remarked the questioner, "this certainly is a mighty polite store. I wonder if you can give me change for this bill?"

"Certainly, sir," replied Byars, opening the cash register. And as he handed over the silver he added, "Thank you, sir. Hope to see you often."

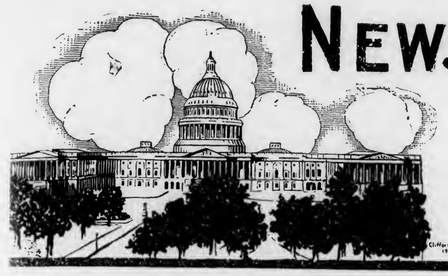
So even the request for change brings a polite "Thank you" at Byars'—and that it pays is evident from the growth of the organization and its business. —*N. Y. Grocers' Advocate.*

POLICEMAN HELD IN CIGAR STORE DEATH

George F. Jones, a policeman of Peach and Media Streets Station, is being held for the grand jury on charges that he was responsible for the death of Geo. Shaw. It is charged that in going into Shaw's cigar store to stop a fight, the policeman clubbed Shaw and was responsible for his death.

NEW PROHIBITION DIRECTOR STARS

One of the first acts of the new prohibition director in Philadelphia on June 28th was to raid a cigar store in which 200 half-pint bottles of whiskey were found and confiscated.



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

Washington, D. C.

INCREASED employment and payrolls in establishments manufacturing chewing and smoking tobacco, and reductions in both employment and payrolls in cigar and cigarette manufacturing establishments in May as compared with April, are shown by figures just made public by the Bureau of Labor Statistics.

Reports from 29 establishments producing chewing and smoking tobacco, showed an increase of six per cent. in the number of employees and of 5.3 per cent. in the weekly payroll in May, when 3741 employees received $56,041. For one week in April 3530 employees received $53,217. Returns from 180 cigar and cigarette establishments showed a reduction of eight-tenths of one per cent. in the number of employees, 31,108 being reported for May, as compared with 31,368 in April, and a reduction of two per cent. in the weekly payroll, which amounted to $542,494, against $553,675 in April.

Comparing May with the same month in 1922, the cigar and cigarette industry alone, of 13 industries on which data are available, showed decreased employment and payroll totals. Compared with a year ago, there were 1.1 per cent. fewer persons employed in May, and the weekly payroll was eight-tenths of one per cent. lower. No data is available for the chewing and smoking tobacco industries.

The reports from establishments engaged in the production of chewing and smoking tobacco showed 69 per cent. on full time, 24 per cent. on part time, and seven per cent. idle, while in the cigar and cigarette industry 72 per cent. reported operation on full time, 24 per cent. on part time and four per cent. idle.

On the whole, employment and wages in the United States increased slightly in May. The bureau's report was compiled from returns made by 6075 representative establishments in 47 manufacturing industries, and indicated an increase of three-tenths of one per cent. in the number of employees and of 4.1 per cent. in the weekly payrolls for May, as compared with the preceding month. In the 6075 establishments in May there were 2,249,425 employees whose total earnings during one week amounted to $60,219,175, while the same establishments in April reported 2,242,500 employees and total payrolls of $57,847,236.

The Federal Trade Commission has issued a formal complaint against the Keystone Tobacco Merchants Association of Wilkes-Barre, Pa., its officers and members, and the Central Tobacco Jobbers Association of Pennsylvania, who, together with Liggett & Myers Tobacco Company of New York, and Larus & Brother Company of Richmond, Va., are charged with fixing and maintaining specified standard resale prices for tobacco products, and with refusing to sell to tobacco dealers who will not agree to abide by such fixed prices. It is further charged by the Commission that such prices are fixed by agreement between the respondents and that the effect of maintaining the standard prices is to substantially lessen competition between the respondents and other tobacco dealers.

A similar complaint has also been issued against the Keystone Tobacco Merchants Association, Wilkes-Barre, Pa., the Central Tobacco Jobbers Association of Pennsylvania, Lancaster, Pa., the American Tobacco Company, of Jersey City, N. J., and P. Lorillard Company, of Jersey City, N. J.

Imports during the month of May were $51,000,000 greater than exports, according to figures just made public by the Department of Commerce. Total imports for the month were $370,000,000, while exports totaled only $319,000,000. This was an increase of approximately $6,000,000 in imports, as compared with the preceding month, and a decline of practically the same amount in exports. At the present time exports are running about $12,000,000 a month greater than this time last year, while imports are approximately $120,000,000 greater. For the eleven months ended with May, imports totaled $3,459,096,651, it is stated, while exports amounted to $3,639,349,663.

During the five months of the current year ended with May, our exports totaled $1,628,175,477, while imports amounted to $1,765,757,586, leaving a balance against us of $137,582,109.

Receipts will be required for all mail bearing special delivery stamps after July 1, it has been announced by the Post Office Department, as part of the department's campaign to reduce the number of losses by petty larceny and otherwise of parcel post and other mail matter. This, it is declared by officials of the department, is the most sweeping innovation introduced into the postal system for years, as it will mean personal receipts of probably 100,000,000 special

(*Continued on Page 18*)

DETROIT

Dealers Enter Into Spirit of National Pipe Week—Much Cigar Advertising Being Done in Detroit Newspapers —"Mike" Stone Joins New York-Tampa Cigar Company—Harvey Hirst a Visitor—E. W. Watson Joins Bayuk Organization

Detroit, Mich., June 25, 1923.

DETROIT dealers entered into the spirit of National Pipe Week with lots of pep and enthusiasm and many attractive window displays were seen all over the city. The Central Cigar Company's chain store windows were artistically arranged with the many varieties of makes, styles and novelties in the pipe industry. The Watkins stores featured pipe windows at the Majestic Building and the David Whitney Building, and report an enormous increase of business in their pipe departments. Throughout the city the dealers report the pipe business as never better.

During the past two weeks the daily papers have been reaping a harvest from the cigar manufacturers, practically every brand jobbed on this market has been seen in printers' ink; namely, "La Palina," "Lucas," "Dime Bank," "San Felice," "El Javana," "El Producto," "Harvester," "Hemmeter's Champion," "Webster," "44," "Robert Emmet," "T-R," "Popper's Ace," "Emerson" and "Mapacuba."

Max Schwarz, Jr., and Mr. Cunningham, of Max Schwarz, manufacturer of "La Primadora," clear Havana cigars, called on the trade here last week in the interests of their brand.

R. A. "Billy" Burke, of the Tobacco Products Corporation, reports he is having wonderful success with the T. P. C. combination carton cigarette deal, which consists of 1000 assorted cigarettes. A factory check for 75 cents is mailed to each retailer on every combination carton deal.

George H. Stone has accepted a position with the New York-Tampa Cigar Company, of New York, N. Y., and will promote the sale on "Personality" cigars in Detroit and the State of Michigan.

Harvey L. Hirst, vice-president of Bayuk Bros., Inc., was a recent visitor to the Detroit branch. It is rumored that his visit was for the sole purpose of trimming Charles Robinson, local branch manager, in a game of cow-pasture pool. A match game was arranged between Harvey and Charlie at a nearby club. Everything was rosy and the play progressing fine when a glance at the score card indicated that Charlie was making each hole in par, much to Harvey's displeasure. He was a game looser and an excellent player, but he met his Waterloo at the ninth hole when Charlie made a birdie.

Maurice Robinson (Benito Rovira Co., Inc.), "La Confesion" cigars, was on the list of visitors who signed THE TOBACCO WORLD register at Bert Johnson's cigar emporium.

Jose M. Pendas, president of Jose M. Pendas Company, New York, N. Y., manufacturers of "Regulus," bonded Havana cigars, called on the clubs and leading retailers here last week.

Gus Orson, of the Havana-American Cigar Company, has been in our midst for the past two weeks doing specialty work on "Antonio and Cleopatra," clear Havana cigars, working with the sales force of the John T. Woodhouse & Company, local distributors.

P. M. Forrestall, of Waitt & Bond, manufacturers of "Blackstone" cigars, was here last week looking after the interests of his brand, which is distributed in this territory by the Charles F. Becker Company.

E. W. Watson has joined the sales force of Bayuk Brothers, and is working the north end territory on "Mapacuba" cigars. An extensive newspaper campaign is being conducted on "Mapacuba" cigars at the present time which will aid the salesmen in their work.

E. P. "Fred" Oakes, of E. H. Gato Cigar Company, Key West, Fla., was on the list of visitors here last week. While here Fred made arrangements with the Watkins Cigar Stores Company for the distribution of "La Estrella" cigars to the smoking public. As usual, Fred wrote up a nice fat order on "Cressida," the famous country club size, which is one of the leaders with the Watkins Cigar Stores Company.

Steve Herz, of D. Emil Klein Company, Inc., manufacturers of "Lawrence Barrett" and "Emanelo" cigars, called on the trade here last week and reported a very satisfactory business with his brands.

Robt. M. Flesher, of Fernandez, La Rosa & Company, manufacturers of "La Camporita," clear Havana cigars, was with us for a few days last week showing his very wonderful line of sizes and shapes.

Jack Anderson, of Celestino Vega & Company, gave the city the once-over last week and booked some very fine orders on his "Always Reliable and Always Dependable," "La Venga," a real Havana cigar.

B. L. Howes (Howes-Shoemaker Company) and family have returned from an auto trip to Philadelphia, Atlantic City and New York City. The Howes-Shoemaker Company are the local distributors of "Emerson" and "Rose-O-Cuba" cigars, which are big sellers on the Detroit market.

Hi Hammer, of Corral, Wodiska y Ca., "Bering" and "Julia Marlowe," called on the trade here last week and secured some very nice business on his brands, which enjoy a big sale in Detroit.

M. E. Myers, formerly connected with the sales force of the General Cigar Company, has accepted a position with Rosenthal Brothers, and will promote the sale of "R. B." cigars through Chas. F. Becker Company, local distributors.

I. M. Fleishman, of Villazon & Company, Tampa, Fla., "Villa de Cuba" and "El Cedro" cigars, called on the retail trade here last week,

R. M. C. Glenn, vice-president of Seidenberg & Company, was here last week in the interest of "Roi-Tan" cigars. E. A. Rosemond, State representative on "Roi-Tan," accompanied Mr. Glenn on his rounds of visits to the leading retailers. John T. Woodhouse & Company are the local distributors of "Roi-Tan" cigars.

Jim Williams (A. Amo & Company) has returned from a two-weeks trip to Toledo, where he was very successful in placing "La Amo" cigars on that market practically overnight. Jim made many friends in Toledo and the boys are right behind his goods and a big success is predicted for this high-grade merchandise.

Val Keogh (Preferred Havana Tobacco Company) gave the city the once-over last week and secured some very fine business on "Henry the Fourth" cigars, which enjoy a very good sale here. Val says he is having fine business all over the country on his brands.

J. G. Etts, of York, Pa., was a Detroit visitor last week. While here it is reported that J. G. made connections with the Swift Cigar Factory and will promote the sale of "Swift" cigars.

The Hemmeter Cigar Company have placed their new cigar, "Hemmeter Detroiters," which retails at 10 cents straight, with John T. Woodhouse & Company for distribution in Wayne County. Les Payette is generalissimo of the sales force of the Hemmeter Cigar Company, and he tells me they are getting off to a flying start with this new number, which is quality No. 1.

L. E. Robertson, Western Michigan representative for Bayuk Brothers, Inc., was on the list of visitors here last week.

D. F. McVey, Michigan representative of Stephano Brothers on "Ramesis" cigarettes, has been transferred to Boston, Mass., and will take charge of the New England territory. We will miss our good friend Mac in Detroit and wish him all kinds of success in his new territory. Donald Frame will succeed McVey in Michigan, and we welcome him in our midst, as he is known personally to many of us.

Sid "Admiration" Cahen, of E. Regensburg Sons, manufacturers of the famous "Admiration" cigar, was here last week looking after the interests of his brand, which enjoys a good sale on the Detroit market.

Louis C. Erdt, vice-president of the Tobacco Products Corporation, was on the list of visitors here last week. Louis was looking fine and said business on "Melachrino" cigarettes was never better. As usual, he had many funny and interesting stories up his sleeve, which he sprung on our jovial retailers, and some of them are laughing yet.

J. S. Capen, who operates a successful chain of retail stands in the downtown office buildings, has returned from a two-weeks vacation trip to Montreal, Toronto and Quebec. J. S. also enjoyed a trip up the St. Lawrence River and took in all the sights in that part of Canada.

J. Eugene Beck, of R. A. Bachia & Company, called on the trade here last week, and reported a very satisfactory business on his brands.

Charlie Brown has been appointed manager of the cigar stand in the Charlevoix Building. Brownie, as he is known to all the cigar men, is putting the stand in tip-top shape and is featuring all the popular brands and local merchandise.

Jack Rosenberg, of Eduardo Gonzalez & Company, Tampa, Fla., called on the trade here last week and reported a very satisfactory business on his brands.

Charles Lamb, star salesman of the Peninsular Cigar Company, and Mrs. Lamb are enjoying a two-weeks vacation in Southern Illinois, which point they made via auto. Before departing for his sojourn, Charlie fixed up all his customers with a big supply of "Dime Bank," "Humo," "Miss Detroit" and "El Javana" cigars.

The G. H. P. Cigar Company, manufacturers of "El Producto" cigars, have opened up their own distributing house in Detroit. The sales force will be under the managership of Harry P. Stamm and will comprise several of the leading salesmen who were associated with the J. L. Marcero Company, who have discontinued the cigar jobbing business.

Youngsters in Detroit are following the fad of collecting cigar bands. Considerable activity exists and the boys swap, barter and exchange with the same enthusiasm they show in adding to their stamp collections. Many are the valuable prizes the choice collection will receive, but from whom we do not know, although the boys say they will receive bicycles, scout suits and numerous other articles for their efforts.

Yours truly,

Mike of Detroit

TOBACCO BUSINESS IMPROVING GENERALLY

According to reliable information the tobacco business is gradually returning to its former activity and the recent dullness is disappearing.

The large factories manufacturing nationally known standard brands are operating to capacity, and the medium-sized factories are finding orders coming in better, while the small factories are still complaining of the dullness of the market.

The leaf market has a brighter outlook and in some instances the growers are satisfied to take lower prices than formerly asked. Purchasers of Sumatra are fairly well satisfied as the quality is good and the demand very fair. The Havana market is becoming stabilized and the new crop is steadily moving into the hands of the packers.

Some price cutting is being done on cigars as well as cigarettes by the larger retailers, who are able to probably get a little better price on their purchases owing to the quantity they are able to dispose of and thus have somewhat of an advantage over the small retailer.

National Pipe Week, which is being observed from June 23 to 30, is expected to stimulate business in pipes and smoking tobacco.

BUSINESS BUILDING

BY A TRAINED BUSINESS MAN AND ADVERTISER

WRITTEN ESPECIALLY FOR THE TOBACCO WORLD BY A.E.P.

ALL RIGHTS RESERVED

RECEIVED a letter the other day from a clerk, a cigar clerk. And it made me think thoughts, because it gave the other side of the question.

He has read my occasional remarks from a different angle from that in which I wrote them. Thinks I have been "knocking" clerks, and comes to their defense. Says thousands of clerks are in dinky little cigar stores, poorly located, with poor and small trade, with poor windows, and poor displays in the same—and he says they are doing the best they can, which he confesses ain't much.

Let me reply that I do not "knock" clerks. I have too much interest in them, and too much sympathy to do so.

For years I was a young man in a place which offered no prospect of promotion, and I remember how savagely the demon of discontent gnawed at my vitals, until it destroyed my happiness, my blithsomeness, and almost my ambition. I can recall it yet as a horrible nightmare and therefore I ever seek to lend a helping hand, speak an encouraging word, throw an assisting lifeline whenever possible.

Therefore I seek gems of helpfulness from those who have succeeded, and I pass them on to those who can be profited by them. They have helped many, I am glad and proud to say and have set the feet of a goodly number upon the pathway to success.

I would particularly ask this letter-writing youth to read sympathy, interest, understanding and a real desire to aid, in these poorly-written little essays of mine. To see that they are written in the spirit of kindliness and helpfulness, and that censurious fault-finding is entirely absent. They ask you to remember that the great game of business and of life is far greater and more important than any other game. They ask you to learn its rules, to cultivate your ambition, to study the arts of selling, of advertising, of window display, of store-keeping, of human nature, and to *apply* them in your work, even though it may give you seemingly little or no reward.

For this builds you into a competent person, and competent persons are in demand. Increasingly so. They are bound to rise, and such will be your experience.

I take the following from *Printers' Ink*, an advertising paper that is looked up to by the brightest business men in the country. It is talking about "Clerks." "If we had our way," it says "we would obliterate the word clerk from the language. Its popular meaning indicates apathy, indifference, want of ambition. And when an ambitious young fellow gets a job behind the counter the fact that he is a 'clerk' seems to take him by the throat and choke all the go and vim out of him.

"The difference between being that misnomer, a clerk, and being a salesman, is the difference between assuming apathy towards the job and liking it, between waiting for customers and making them, between leading a pointless existence and setting a goal, between having to be directed in every little thing and directing things, between a form of mental slavery and mental liberty."

You see, proprietors have stirred themselves up to greater business efficiency; traveling salesmen have been educated to the subtler and more effective forms of selling; workers through labor-saving motions now turn out more goods than formerly, and machines have been wonderfully improved. It therefore seems to be up to the clerks to do likewise; to shake off the indifference and apathy which has heretofore prevailed, to become acutely interested, to study the methods of influencing human nature and to apply what they learn with all wholeheartedness.

Do you take advantage of that phase of human nature which is inherent in men? I refer to their reluctance to deal with a store that is slow in waiting upon them.

A certain cigar store—I could tell you its name on request—was bought out by its clerks. It was happily located, had a fair trade and made a good living for its proprietor. But its business was at a standstill, and in fact had a little tendency to decline.

This scared the proprietor, and he sold out at a moderate figure.

The two clerks had some ideas of their own which they had formed from their experience in the store. They rearranged the counters and show cases so there was more room for ingress and egress. One of them planned to be near the door, and as soon as a person entered the store he was greeted with the question, pleasantly spoken, "What can I do for you, sir?"

A great many of them made a single purchase of some staple article, which was kept right at hand, and often the transaction was closed in a few seconds without interrupting the one who was being waited on and who might be a deliberate buyer of several articles.

Even though a little waiting was required, this was cut to the minimum, so the store soon acquired in the minds of its patrons the reputation of being a place where one was waited on immediately.

This, together with some slight improvements in display and store attractiveness, greatly enlarged its business.

(*Continued on Page 23*)

"Spanish Cedar Cigar Boxes"

The Quality Container

The discerning smoker has been educated by experience instinctively to choose his "Good Cigars" from "Boxes made of SPANISH CEDAR."

The Best Brands are invariably packed in "SPANISH CEDAR BOXES."

Don't give the smoker a chance to doubt the quality of your cigars, by using substitute containers.

The "SPANISH CEDAR BOX" is one of the Best Introductions to the smoker which your cigars can have, and one of the best means to retain his confidence.

The combined fragrance of "Fine Cigars" and "SPANISH CEDAR BOXES" is irresistible, and cannot be equaled or replaced by substitutes.

The "SPANISH CEDAR BOX" is the "quality container" for "cigars of quality."

Ask your Box Manufacturer to quote you on the SPANISH CEDAR BOX.

Spanish Cedar Cigar Boxes Make Good Cigars Better

(*ADVERTISEMENT*)

DARK WRAPPER PROPAGANDA

Propagandizing on behalf of the dark wrapper, because it is as mild or more so than the lighter colored leaf, bid fair to assume national proportions and to do immeasurable good early in the spring, but the evangelical effort, aiming at more conversions to dark wrapper preference, tapered off in favor of the trade's latest, and already quite successful innovation, "National Pipe Week."

But one instrumentality for good in the trade did not and has not forgotten the problem of popularizing the dark wrapper in the minds and palates of the ignorant; that's the Government of Porto Rico Tobacco Agency, with new and larger headquarters at 136 Water Street, New York City, which is so successfully presided over by William L. Dammahower, the officially-appointed agent, who is commissioned as such by the Porto Rican Legislature and Treasury Department direct.

The latest advertising copy, as evolved by the Millsco Agency of New York, which supervises all publicity for Agent Dammahower and the Porto Rican Government, plays up from the very head or top lines the all-important fact that a blind-folded smoker could not tell the difference between a light and a dark-wrapped cigar.

It should be remembered that much of the advertising of the Porto Rican Tobacco Agency is "consumer copy," which is aimed at the smoker direct. Therefore, any and everything that the Porto Rican Government does through its Tobacco Agency on behalf of the cigars with dark wrappers is fraught with much significance and should be productive of substantial benefit.

Report has it that Agent Dammahower will shortly be flanked by a more formidable staff of assistant agents and that the advertising campaign to the trade and to the consumer on behalf of Porto Rican tobacco and cigars will be notably augmented now that Porto Rican leaf has come into its own, as a product of highest quality, since the banner crop of last season, and now that the ruling price quotations have mounted up to normal with every prospect of rising even higher.

Agent Dammahower is doing missionary work on behalf of Porto Rican cigars and tobacco day and night and he is already beginning to see his well-directed efforts in that behalf and in the interest of the identifying and classifying guarantee stamps of the Government of Porto Rico bear fruit.

Those not familiar with the governmental protective regime as initiated by Porto Rico should drop into Agent Dammahower's headquarters at the address already given and he will describe every stamp of guarantee and classification in a simple, direct and convincing fashion.

EXPORT OF CIGARETTES FROM THE KINGDOM OF THE SERBS, CROATS AND SLOVENES (JUGOSLAVIA)

The Administration of the Tobacco Moncpoly of the Kingdom of the Serbs, Croats and Slovenes (Jugoslavia) is at present considering the question of opening up the exportation of cigarettes to foreign countries. The Administration can turn out cigarettes far in excess of domestic requirements. It has at present on hand a large quantity of cigarettes ready for export. In view of the very excellent quality of the tobacco grown in the kingdom these cigarettes should find a ready market.

CONNECTICUT POOL HOLDS ANNUAL MEETING

At the regular meeting of the board of directors of the Connecticut Valley Leaf Tobacco Association, held June 20th, the following officers were elected: President, Joseph W. Alsop, re-elected; B. F. Brown, Connecticut, vice-president, and Theron L. Warner, Massachusetts, vice-president. Levi P. M. Hickey, former vice-president, was elected head of the field service organization. Arthur E. Bidwell, Leslie W. Newberry, and Nathan D. Prince were elected members of the executive committee. Edward E. King, president of the East Hartford Trust Company, was re-elected treasurer, and A. E. Nelson, assistant treasurer. William F. Whitmore, re-elected secretary, and William S. Fuller, assistant secretary.

Fred B. Griffin will remain general manager, and the board adopted a resolution voicing their hearty appreciation of Mr. Griffin's work during the past year.

BLOCH RE-ELECTED PRESIDENT OF THE T. M. A.

At a meeting of the Board of Directors of the Tobacco Merchants Association of the United States, held at the offices of the Association on Tuesday, the 12th, Jesse A. Bloch, of The Bloch Brothers Tobacco Company, Wheeling, W. Va., was unanimously re-elected president of the Association. Mr. Bloch has proven a most able presiding officer. The success of his administration was proven beyond question at the recent convention of the Asociation when the more than 400 delegates in attendance unanimously placed themselves on record in recommending his re-election.

At the same time, William Best, vice-president of the General Cigar Company, was unanimously re-elected as chairman of the executive committee and the same course was followed with respect to all other officers of the Association.

SUCCESS OF TURKISH TOBACCO IN CALIFORNIA

The new venture of planting Turkish tobacco in California, which was tried a short time ago seems assured of success, according to reports. Seeds were shipped to San Diego from Smyrna and propagated on the Jamul Ranch, near San Diego, and have grown into strong, healthy plants.

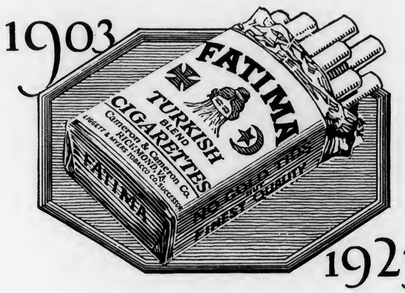
The growing of Turkish tobacco in San Diego County will soon become one of the most profitable ventures in the West, according to statements of D. J. Hamilton, manager of the Southern Tobacco Company. Five acres were planted as an experiment and the leaves are nearly ready for picking and will be as fine in quality as that produced in the old world.

LIGHTNING KILLS WALTER SCHLOSS

Walter J. Schloss, superintendent of the branch factory of Bayuk Brothers, at Mt. Carmel, Pa., was struck by lightning and instantly killed while playing golf on the Fountain Springs Club links on June 3d. Mr. Schloss had been associated with the General Cigar Company in a similar capacity before joining the Bayuk Brothers organization, and was very well known and liked throughout the trade. He was in the thirty-sixth year of his age, and is survived by a wife and one daughter.

TOO LATE TO CLASSIFY

NEW YORK MANUFACTURER, prominent brand, requiring services of capable representative living in Philadelphia, and familiar with territory Philadelphia, Baltimore and Washington. Address L, care of "Tobacco World." All communications confidential.



Twentieth
ANNIVERSARY

A Unique Record

Not another cigarette that was popular when Fatima was introduced, over twenty years ago, has a big national sale today.

Fatima has out-distanced them all, maintaining its sales-leadership over all other brands at or above its price. This record marks it as the most skillful blend in cigarette history.

Today Fatima is everywhere recognized as the one cigarette of really exceptional quality at a reasonable price.

FATIMA

LIGGETT & MYERS TOBACCO CO.

News from Congress

(*Continued from Page 11*)

delivery articles, including parcel post. During the last fiscal year 74,124,951 special delivery articles were carried in the United States mails for which no receipts were required. It is expected by officials of the department that the taking of receipts for special delivery mail will reduce the number of lost pieces by a value of fully $1,000,000 per year.

Our foreign trade during the calendar year 1922 showed very definite progress toward more normal conditions and a better balance, it is declared in an analysis of the foreign situation for last year just made public by the Bureau of Foreign and Domestic Commerce. Both export and import trade, it is declared, were greater than they would probably have been under normal conditions for the preceding seven years.

Prior to the war both the export and import trade of the United States was steadily growing, and the value of no single year or average for a group of years can be considered as "normal," the bureau points out. If, however, the thirteen years, 1901-1913, are taken as a base period, and the degree of growth during that period is computed mathematically, and this assumed "normal growth" computed to the present, a figure is arrived at which is approximately what could have been the value of our trade had the pre-war trend continued without interruption. On this basis, 1922 exports would have been $3,050,000,000, as compared with the actual of $3,832,000,000, and imports of $2,455,000,000, as compared with the actual of $3,113,000,000, the actual 1922 trade both in exports and imports being 25 per cent. more than the theoretically normal. The pre-war growth reflects both an upward trend in the general price level and an increase in the volume of goods. The increase in prices from 1913 to 1922 is much more marked than in any part of the pre-war basic period. While this would tend to increase the normal rate of growth in value, the lower rate of increase in population since the beginning of the war and demoralized conditions in Europe are influences in the opposite direction, and the comparison noted can be taken as additional evidence of the essentially healthy state of our foreign trade.

Simplification of the regulations covering the exportation of tobacco and other tax-paid products is sought by the Internal Revenue Bureau, and officials in the near future will probably undertake the rewriting of the regulations with a view to making easier and speedier the handling of the forms required for exportation.

At the present time these regulations cover not only tobacco, but liquors, oleomargarine and playing cards as well. Since the adoption of the Eighteenth Amendment, the regulation of the liquor traffic has been in the hands of the prohibition unit of the bureau, and it is planned in the rewriting of the export regulations to leave out all reference to liquor and to make the regulations apply only to tobacco, oleo and playing cards.

The bureau is seeking some form of report which will be easier to handle than the forms now in use, especially for shipments of less than carload lots. Carload lots for export can be handled readily, but the smaller shipments have been the source of much trouble to internal revenue officials and it is deemed desirable that changes be made in the regulations which would give officials a firmer hold upon such shipments.

Imports are running from forty to sixty million dollars a month heavier than exports, according to figures secured from the Department of Commerce. During the month of April imports amounted to $367,000,000, while exports for that month totaled only $326,000,000, an excess of imports of $41,000,000. In March imports amounted to $398,000,000, while exports totaled $341,000,000, an excess of imports of $57,000,000.

These figures, according to officials of the department, indicate that imports have finally caught up with exports and probably in the future will be greater than our shipments abroad. At the present time imports are running heavier than at any time since the fall of 1920, it is stated. The excess of imports is attributed to the fact that we are now making heavy purchases of foreign manufactures and of raw materials, while our exports of foodstuffs have declined.

Big incomes are steadily growing fewer in number, according to an analysis of income tax returns filed for the calendar year 1921, just made public by the Bureau of Internal Revenue. In that year there were twenty-one incomes of $1,000,000 or over, as compared with thirty-three in 1920, and sixty-five in 1919. The greatest number of incomes of over $1,000,000 ever reported was in 1916, when there were 206.

Sixty-three returns showed incomes of between $500,000 and $1,000,000; 162 between $300,000 and $500,000; 739 between $150,000 and $300,000, and 1367 between $100,000 and $150,000. The total amount of net income reported by the 6,662,176 returned files for the year was $19,577,212,528, and the total tax collections thereon amounted to $719,387,106. As compared with 1920, this is a falling off of 597,768 in the number of returns filed, a reduction of $4,158,416,655 in the total net income reported, and a decrease of $355,666,580 in the total tax collections.

The average net income per return for 1921 was $2938.56, the average amount of tax $107.98, and the average tax rate, 3.67 per cent. Income from personal service—salaries, wages, commissions, bonuses, directors' fees, etc.—amounted to $13,813,169,165; from business, trade, commerce, partnerships, farming and profits from incidental sales of real estate, stocks, bonds and other property, and income for fiduciaries amounted to $4,170,363,591. Income from property—rents, royalties, interest on notes, bonds, etc., and dividends—amounted to $5,345,249,176.

ABOVE ALL
BOLD
NOW
2 for 15c

The recognized standard of cigar quality and cigar value. Bold's pre-eminent popularity is due solely to incomparable and unchangeable quality.

Bobrow Brothers, Inc.
Manufacturers
Philadelphia Penna.

MARSHALL FIELD
Java Wrapped

6 Popular Sizes
PIONEER ..... 10c L. CORONA 15c
FIELD ..... 2 for 25c MARSHALL 15c
BANKER (two in foil) 2 for 25c STANDARD . 3 for 50c
HOWARD F. PENT, President
CORAZA CIGAR CO.
7th & Cherry Streets Philadelphia, Pa.

You give Your Customer the Best Value in

UNION LEADER
REDI CUT
TOBACCO

The 10¢ Tin

Why Pay More?

BIGGEST AND BEST TOBACCO VALUE

MADE BY P. Lorillard Co.
Established 1760

Cigar Manufacturers Association of Tampa

COMPRISES ALL OF THE LEADING and REPRESENTATIVE CIGAR MANUFACTURERS IN TAMPA, UNITING IN THE THREE-FOLD EFFORT OF:

1st—Benefiting our Members.

2nd—Maintaining the high standard of "Tampa" workmanship by seeing that our labor is justly treated.

3rd—Protecting the *dealer* and the *consumer* against unscrupulous methods of others by issuing to our members the following "Identification" Stamp:

This stamp, on each box, is your guarantee that the goods are manufactured in Tampa—of "Tampa" quality and workmanship—DEMAND IT

RELIABLE FIRMS OF

YORK, PENNA.

There are many ways to get business, but there is only one right way.
Try to remember the other fellows best interests.
It will get you more "repeat business".

H. G. BLASSER & CO.
PACKERS AND DEALERS
Leaf Tobacco
FANCY FLORIDA and GEORGIA WRAPPERS
Stripped and Booked Pennsylvania and Ohio Tobaccos
Samples and quotations cheerfully submitted

C. S. GABLE
CIGAR MANUFACTURER
Main Factory and Office, Queen and York Sts.
Branch Factories: Strinestown, Pa.; Jacobus, Pa.
Maker of "FORUM" Mild Havana Cigar, "DOUGLAS FAIRBANKS," "CERTIFIED CHECK" and "HAMILTON FISH"

Robert Schubert Co.
124 MAIDEN LANE, NEW YORK
SUMATRA and HAVANA
York Office, Queen and York Streets

C. H. Plitt Cigar Co.
MAKERS OF
"Casilda" Cigar," 10c and up
"20th Century," 8c "New Century," 8c
CIGARS OF QUALITY

York, Penna., June 27, 1923.

R. B. LLOYD TOBACCO COMPANY, main office now at No. 5 East Clark Avenue, report business improving, with more calls for goods handled by this house. This firm specializes in Georgia and Florida wrappers.

E. P. Gillespie Company, North York cigar manufacturers, say that business with them is on the increase and they are getting in good orders for their "Pre-War" brand of cigars.

W. H. Raab & Sons, York and Dallastown, also report orders coming in more freely and that some of them are of considerable size.

A. F. Gallatin Cigar Company, Manor and Kings Mill Road, makers of "El Royal" and "Gallatin" brands of cigars, say that they have increased their trade very considerably this year over the amount of business done last year for the same period.

C. H. Plitt Cigar Company, Cherry Street, are building up a nice steady business on their "Seminola" brand. This cigar goes to the smoker at eight cents and should gain many friends. It is all quality and worth. Jobbers looking for something extra good will do well by corresponding with this firm for open territory and securing this particular brand for their trade.

At the W. H. Falker & Son factory all is activity. They are crowding the builders to have the handsome addition to their factory finished within the next thirty days. This will give them more room to better handle their steadily increasing business. This firm makes the "Joe Aldridge," "Brown Duke" and "Gobo" cigars, brands that have held up for quite a number of years.

H. F. Martin, of the H. F. Martin Cigar Company, is out for a week's trip in the interest of their "Keen Kutter" cigar.

Speaking of visiting your trade occasionally, just the other day while talking to one of our York manufacturers, who said that in the past nine years he had not lost one of his regular customers on his line of cigars, except that he had one whose order had ceased to come in and for more than a year he had not shipped this particular party any goods, within the past month he had made it his business to call on this

(*Continued on Page 22*)

CIGARETTE MARKET AT ANTWERP

Consul George S. Messersmith, Antwerp, Belgium

Competition in the cigarette trade in Belgium at present is extraordinarily keen, and it is said that only a few of the larger companies are making money. Since the war the consumption has increased enormously and the Belgian manufacture has likewise expanded, so that the local production of low-priced and medium-priced cigarettes is sufficient to meet the demands of the local trade.

The average Belgian smoker wants a mild cigarette with the taste of Oriental tobacco. The largest sellers are made of tobacco from the Near East, and some Chinese tobacco is also used. The demand for American cigarettes made of Virginia tobacco has steadily decreased, for it appears that they are too strong for the average Belgian smoker.

A small amount of expensive English and Egyptian cigarettes is sold in Belgium to a restricted class who can afford to pay the high prices. It does not seem possible for American cigarettes to compete at this time with cigarettes manufactured in the country, as the former have to pay not only the 12 francs per kilo import duty for manufactured tobacco, but before the cigarettes are taken out of the customs the internal revenue stamp has to be placed on each package by hand, while this is done by machinery in the Belgian factories. As the most popular cigarettes now sold in Belgium retail for 1 franc for a package of 20 (6 or 7 cents at present), the difficulty of introducing American cigarettes is apparent.

AMERICAN TOBACCO IN HAITI

Consul Damon C. Woods, Cape Haitien

The United States is supplying Haiti with about 95 per cent. of its total tobacco imports. During the fiscal year ended September 30, 1922, there were imported about 20,000,000 cigarettes, of which nearly 70 per cent. came from the United States. In that year cigarettes made up one-fifth of the imported tobacco, and comprised the only item of tobacco imports which has increased consistently during the past three years both in number and in percentage of the total imports of tobacco.

Leaf tobacco constitutes virtually four-fifths of the entire tobacco shipments received. It is sold to individuals and to small firms which make cheroots and cigars for the local trade. The most popular of such products among the laboring people is a cheroot slightly larger than a cigarette, purchasable at one cent each.

Leaf tobacco is shipped to Haitian merchants in drums of 1000 pounds and half-drums of 550 pounds, the latter being the more convenient for the local trade. The import tariff is based on an original duty of 0.10 gourde ($0.02) per pound, which with coefficients and port charges brings it to $0.27 per pound. This specific tariff schedule is applicable to all sorts of tobacco, but obviously bears most heavily upon low-priced bulk tobacco.

Except for small patches on the farms there is no tobacco production in the country, although the soil and climate of Haiti have been considered as well adapted to tobacco culture.

EISENLOHR'S DIVIDEND

The usual quarterly dividend of 1¼ per cent. was declared on the common stock of Otto Eisenlohr & Bros., Inc., last week.

PORTO RICAN

The Tobacco Inevitable to a Good, Mild Cigar

Manufacturers who have been the most successful in "getting a run" on certain brands of cigars are those who have produced a cigar that is mild to the taste, free in its burning qualities and at the same time fragrant in aroma.

No tobacco in the world combines all these requisites to a good mild cigar in so marked a degree as Porto Rican. In fact, much of the popularity attained by the "Mild Havanas" is attributable to the ideal blending of Porto Rican Tobacco in the filler.

"A Word to the Wise"

Cigar Manufacturers should be sufficient. If you are not using Porto Rican Tobacco at present, try it, and see if your customers are not better satisfied. But—

Be Sure You Get Porto Rican

There is no excuse for paying for something you do not get. By means of stamps of various colors the Government of Porto Rico CLASSIFIES all Tobacco exported from that Island either in the leaf or as cigars, as follows:

CIGARS

WHITE—Manufactured in P. R. with Tobacco Produced in P. R.
BLUE—Manufactured in P. R. with Porto Rican and other tobacco.
PINK—Manufactured in P. R. with tobacco not a product of P. R.

TOBACCO

WHITE—Genuine Porto Rican growth.
BLUE—Mixture of tobacco grown in P. R. and other countries.
PINK—Tobacco of foreign growth.

"For further information about the Guarantee Stamps or Porto Rican Tobacco write or call."

GOVERNMENT OF PORTO RICO
Tobacco Guarantee Agency
W. L. Dannahower, Agent
136 Water Street, New York City
Telephone, John 1379

York County Items

(*Continued on Page 20*)

party to see why he was not getting the business of late. "Well," said the customer, "you did not call around and we just naturally thought that you did not need our business." So one can readily see how easy our business can get away from us, unless we try, at least now and then, to run in and see the man whose business we are trying to cultivate and hold. How long could you expect to keep a friend if you never called on him or never tried to go out of your way sometimes to see him?

Love letters are all right in their place, but for real honest-to-goodness friendship there is nothing quite so effective as that occasional meeting and with a handclasp and a hearty "Hello, Bill," or "How are you getting along, Jack?" That is what counts in this life.

W. L. Toomey, leaf tobacco broker, No. 200 West Market Street, has just taken on the storeroom next door, No. 202, and will hereafter occupy both rooms. A. E. Wallick, cigar broker, will have his office here also.

We wish to call attention to the tobacco and cigar trade in general, that our TOBACCO WORLD will reserve desk room with Mr. Toomey and will appreciate it very much if, when you boys drop in at this place (which we can assure you is one real live place, here we exchange all the "new ones" that we pick up through the week), at any time, you will just jot down any item of interest to our trade, we will be only too pleased to use same in our York County letter. Will you help us, fellows, to make our letter more interesting? Thanks, we know you will.

JAY BEE.

AMERICAN TOBACCO BUYERS HELP GREECE

Improvement in Exchange Attributed Partly to Their Heavy Purchases of Drachmas

During the past month there has been a steady rise in the Greek drachma, according to reports to the Department of Commerce from Acting Commercial Attache Hall, Athens, and other sources. On April 14 at was quoted at $0.011561, and on May 14 at $0.018122. It is reported that this rise is partly due to the heavy drachma purchases by American tobacco buyers. The revenue of the customhouse of Piraeus during January amounted to over 29,000,000 drachmas, an increase of over 19,000,000 drachmas, as compared with 1922. This increase is partly, if not wholly, due to the depreciation of the currency. The revenue for the first half of February exceeded the total revenue of February, 1922.

The Greek authorities have practically abolished the control of foreign exchange in connection with the export of tobacco. In its place an export tax payable in sterling exchange is imposed. According to press reports a group of American merchants are endeavoring to establish an industrial institute at Drama, Macedonia, for the study of tobacco cultivation, and for the training of tobacco specialists.

WINDOW APPEALS TO THE CIGAR SMOKER

By Ernest A. Dench

Cigars That Hit the Right Spot

The central feature of a cigar display by the Cigar Store, Sixth and Spring Streets, Los Angeles, Calif., was a large target. This target was made of white board, painted with the usual black scoring rings. A large orange arrow attached to the right side of the trim pointed in the direction of the target. Above the target was a sign with the following wording:

"Our Cigars Hit the Right Spot."

The remainder of the window was filled with boxes of cigars of all kinds.

"Watching a Good Thing"

A. H. Hartley, Douglas Street, Victoria, B. C., Canada, featured a certain brand of cigars in a striking manner. The main exhibit was an ordinary dog's kennel, inside which one could discern an opened box of cigars. Standing guard outside the kennel was a ferocious-looking English bulldog—a stuffed specimen, of course. Tacked onto the kennel was a sign that read:

"Watching a Good Thing."

Boxes of fifties were distributed about the floor with studied carelessness over billows of crushed black velvet. The boxes were piled about the sides in pyramids.

A Cheery Smoke

Philosophy delivered via the window card route was the appeal made by E. A. Morris, Vancouver, B. C., Canada. The neatly inscribed card, prominently placed, bore the inscription as below:

"SMOKING

"Is the thing to make you cheery.

"Come in here for your medicine."

Numerous popular brands of smoking tobacco, both in tin foil packets and air-tight tins, were grouped in an attractive manner.

The Pipe Special

A window drive on a special pipe offering was made by W. J. Irvine, Sparks Street, Ottowa, Ont., Canada.

"Happy to offer these pipes at 50 cents each" was the message placed in the central part of the window. This was a corner display, so the pipes were laid singly on the floor in several rows, each row being arranged in a seventy-five-degree angle, with an alternate crossways arrangement.

Magazine Publicity

R. B. Miller, 65 Metcalfe Street, Ottowa, Ont., Canada, sells magazines and periodicals in addition to smokers' supplies. Mr. Miller figures that each magazine buyer is a prospect for his smokes, so he places one of his gummed stickers on the front cover of every magazine carried in stock. This is a sticker shaped like a hand, in red with the script in black, containing this little advertisement:

"A POINTER—

"Go to Miller for Smokers' Supplies and Magazines."

Counter Tray for Daily Specials

One of the Ottawa, Ont., United Cigar Stores stimulates business by a counter tray for daily specials. The day we stepped inside, the wicker tray held a package of smoking tobacco, a rubber tobacco pouch and a bundle of pipe cleaners, all obtainable for the inclusive sum of twenty-five cents.

Business Building

(*continued from page 14*)

When all is said and done I take it that a cigar store would prefer to sell cigars. And here the cigarette consumption has increased from something like seven billion annually to seventeen billion. Some increase this. A few cigarettes there.

I am not certain of my figures but am under the impression that there has been practically no increase in the consumption of cigars, and perhaps an actual decrease.

Now why is this thus?

The Americans are a substantial people. They are not light, and airy, and fickle, though some old women in men's clothes say the flappers are.

A cigar is a solid, staple, substantial, reliable article, worthy and harmonious for the solid and substantial kind of man the American is.

Our men should smoke cigars. It is more manly, it is more worthy of them.

Why don't they?

Well, one reason is that the price went up, and another reason is that the five-cent cigar went down in quality.

Vice-President Marshall said that the crying need of America was a good five-cent cigar. It looks as though he was right, and when five-cent cigars are GOOD CIGARS that they will have a runaway demand. There are some good ones on the market. Why not find them, handle them, push them, advertise them, talk them up and help supply this crying need the Vice-President spoke of?

JAVA WEEK—JUNE 26th to 30th

Java Week will be observed on June 26th to 30th by H. Duys and Company, in New York City, when they will offer to the trade their stock of Java tobacco, representing an investment of over a million dollars.

The firm of H. Duys and Company have made an agreement with the growers and packers of Java tobacco whereby they are allowed first choice as a purchaser and dealer of leaf tobacco, and therefore have only the finest quality of leaf in this offering.

It is expected that many leading cigar manufacturers of the country will visit New York City this week and obtain a supply of these quality wrappers for their brands. One of the Java-wrapped brands that is rapidly making friends throughout the country is the "Marshall Field," manufactured in Philadelphia by the Coraza Cigar Company, Howard F. Pent, president. There are also several nationally famous Java-wrapped brands already that need no mention to be recalled to mind.

TAMPA MAY HAVE BEST YEAR IN HISTORY

According to indications at the present time production of cigars in Tampa for the year 1923 may pass the 500,000,000 mark if there is no shortage of labor for the fall season. Production for the month of May, 1923, was 42,000,000 cigars as compared with 35,000,000 for the month of May, 1922.

Get the Utmost in SALES and ADVERTISING Values from your Cigar Containers by Packing Your Brands Exclusively in Wooden Cigar Boxes.

We Manufacture Quality Cigar Boxes and render prompt Service.

WILLIAM N. LESCHEY
HANOVER PENNA.

Members of the industry are cordially invited when in Philadelphia to make the offices of

The Tobacco World

their headquarters, and to make use of our services in any and all ways. For conferences a private office will be placed at their disposal, if desired. Remember the address, 236 Chestnut Street, Philadelphia, Pa.

Telephone, Lombard 1768

5c "Keen Kutter" 5c

NONE BETTER FOR THE MONEY

¶ Guaranteed to be wrapped with Imported Sumatra and filled with Havana. The best *Nickel* cigar on the market for the money.

Write for open territory to

H. F. MARTIN

YORK :: :: PENNSYLVANIA

Du Pont

"A BETTER CIGAR for 10c"

MADE-IN-TAMPA
BY
VAL. M. ANTUONO

TADEMA HAVANA CIGARS
Argüelles, Lopez & Bro.
MAKERS
General Office and Factory, TAMPA, FLA.
Eastern Office
222 Pearl St.
New York
Warehouse
Havana
Cuba

F. LOZANO, SON & CO.
HAVANA CIGARS
TRADE MARK
F. LOZANO
FLOR DE NARVEZ
VICLO
WALLS COURT
EL LESSERO
CALATRAVA
REG. U. S. PAT. OFF.
FACTORY & MAIN OFFICE, TAMPA, FLA.
NEW YORK OFFICE, 437 FIFTH AVE., N. Y.

CIGAR PRODUCTION SHOWS SMALL INCREASE OVER 1922

June 20, 1923.

The following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of Internal Revenue collections for the month of May, 1923. (Figures for May, 1923, are subject to revision until published in the annual report.)

Products	*May, 1922*	*May, 1923*
Cigars (large)		
Class A .....No.	213,076,123	203,881,015
Class B .....No.	135,391,527	140,377,005
Class C .....No.	208,933,719	218,814,867
Class D .....No.	9,189,913	10,218,782
Class E .....No.	2,617,442	2,624,182
Total .....No.	569,208,724	575,915,851
Cigars (small) .....No.	56,503,200	45,550,027
Cigarettes (large) .....No.	1,393,124	1,504,243
Cigarettes (small) .....No.	4,601,372,883	5,554,990,050
Snuff, manufactured ...lbs.	3,335,636	3,364,281
Tobacco, manufactured..lbs.	32,510,797	32,996,629

Note: The above statement does not include tax-paid products from Porto Rico and the Philippine Islands. This information is shown in supplemental statement.

SUPPLEMENTAL STATEMENT

Tax-paid products from Porto Rico for the month of May.

Products	*May, 1922*	*May, 1923*
Cigars (large)		
Class A .....No.	6,028,275	6,886,500
Class B .....No.	410,325	1,460,025
Class C .....No.	3,598,810	8,072,490
Class D .....No.	3,375	2,125
Total	10,040,785	16,421,140
Cigars (small) .....No.	800,000	2,000,000
Cigarettes (large) .....No.		49,500
Cigarettes (small) .....No.	40,000	83,500

Tax-paid products from the Philippine Islands for the month of May.

Products	*May, 1922*	*May, 1923*
Cigars (large)		
Class A .....No.	13,658,975	15,658,078
Class B .....No.	391,150	277,925
Class C .....No.	37,879	122,899
Class D .....No.	200	525
Class E .....No.	140	35
Total .....No.	14,088,344	16,059,462
Cigarettes (large) .....No.	600	
Cigarettes (small) .....No.	33,520	66,530
Tobacco manufactured..lbs.	172	62

Note: Quantities of tax-paid products shown in above statements are indicated by stamp sales reported for the month.

SCHULTE MAY BUY PARK AND TILFORD

It is reported that the Schulte Retail Stores Corporation, of New York, has acquired an option on the purchase and control of Park and Tilford, Incorporated. Park and Tilford was incorporated on June 1, 1906 in New York, and operated five large stores in New York City, dealing in groceries, candy and cigars. A large factory is maintained in Florida where their cigar, "Telegrafo," is manufactured.

THE 1924 TOBACCO INDUSTRIES EXPOSITION

January 28 to February 2, 1924—New York City, 71st Armory, Park Avenue and 34th Street

Sam Levine Is a Man of Mystery.—The popular representative of H. Duys & Company refuses to give out any information regarding his company's exhibit at the 1924 Tobacco Show, but says in a very mysterious way, "In 1923 we brought some of the interesting features of our exhibit from Holland. Next year we are going a step further—we are going to bring a little bit of Holland itself, and if the Duys exhibit isn't one of the most talked-about exhibits of the Show ! will be greatly mistaken. The favorite pastime in Holland is swimming in the canals, so when you come to the Armory next year, bring your bathing suits along with you." Mr. Levine refused to go any further so we will all have to wait and see what we will see.

Joseph Cullman, Jr., Already Planning His Next Year's Exhibit at the Tobacco Show.—Cullman Bros. are planning an exhibit which promises to be one of the most complete of its kind ever gotten together. Everything from the waving fields of growing tobacco to the finished cigar will give you an idea of what their exhibit will portray. We understand that their exhibit will be in connection with a well-known machinery concern so that they can show the trade and the "smoking public" every process that tobacco is put through from the growing stage to the finished article. Theirs promises to be the largest exhibit at the Show, as their complete space will measure 30 feet by 90 feet, giving them 2700 square feet of exhibition space. This should show the cigar manufacturers of the country to what extent and expense the leaf houses are going to make the Show interesting to them.

Genial Charlie—Of course, will be on hand at the 1924 Tobacco Show to say "howdy" to all his friends. C. J. Waxelbaum & Company have already contracted for their space in the 1924 Tobacco Show and as the location of their exhibit will be directly in front of the main entrance of the exposition floor, it looks as though genial Charlie is going to act as a reception committee. His attractive exhibit at the 1923 Show will be well remembered by the trade and it is safe to say that he will even go himself one better next year.

Durlach Bros., Inc., Will Have a Large Exhibit at the 1924 Tobacco Show.—It looks as though they must have been pretty well pleased with the 1923 Show as in place of the small space which they occupied in connection with the Porto Rican Tobacco Agency this year, they have contracted for a large corner space for the 1924 Show. There is no company in the trade that is more active or doing more for the interest of next year's Show than this concern. They certainly deserve a lot of credit.

Miller, DuBrul & Peters Exhibit at the 1924 Tobacco Show Will Be Almost as Large as Their New Factory.—Mr. DuBrul, of this well-known company, has enlarged his next year's space at the Tobacco Show in about the same proportion that he has enlarged his factory during the present year. He is taking two large spaces and will have an exhibit comprising about six hundred square feet of space, showing a complete line of their machines. Mr. DuBrul was one of the most enthusiastic 1923 exhibitors and he was heard to remark frequently during the last Show that he never realized how close New York was to San Francisco be-

(*Continued on Page 26*)

WAITT & BOND
Blackstone
CIGAR
Havana
Filler
Absolutely!

GONZALEZ & MENDEZ, INC.

CLEAR HAVANA CIGARS EXCLUSIVELY
TAMPA, FLORIDA
EDW. WODISKA, General Representative

SHEIP & VANDEGRIFT
INCORPORATED
NELSON M. VANDEGRIFT, President
CIGAR BOXES
QUALITY AND SERVICE
812-832 N. Lawrence St. Philadelphia, Pa.

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

BRITH MASTERS:—43,297. For cigars. May 21, 1923. J. J. Stravinskas, Chicago, Ill.

FROM TEE TO GREEN:—43,298. For cigars, cigarettes and tobacco. June 13, 1923. J. B. Back & Co., Brooklyn, N. Y.

ANGELO RAGGINI:—43,299. For all tobacco products. June 13, 1923. American Litho. Co., New York, N. Y.

HALPERN:—43,301. For cigars. June 12, 1923. A. N. Davis, Philadelphia, Pa. The trade-mark or trade name, though apparently not heretofore registered in any of our Affiliated Bureaus, has been in use by the Halpern Cigar Mfg. Co., Inc., Philadelphia, Pa., from whom title has been derived by registrant by a transfer.

EL PEDIDO:—43,302. For all tobacco products. May 2, 1923. The Moehle Litho. Co., Brooklyn, N. Y.

RED BUD:—43,303. For all tobacco products. April 9, 1923. Barlow-Moore Tobacco Co., Glasgow, Ky.

COLLINS PARK:—43,304. For cigars, cigarettes and tobacco. June 13, 1923. Collins Park Cigar Co., Toledo, Ohio.

SAME-ONE:—43,305. For cigars. June 15, 1923. Schwab Bros. & Baer, Inc., New York, N. Y.

PAGET & PAGET:—43,306. For smoking pipes. June 15, 1923. Silver Pipe and Novelty Company, Baltimore, Md.

CLUBFELLOW:—43,308. For cigarettes. June 13, 1923. Pinkus Bros., New York, N. Y.

B-H-R:—43,309. For all tobacco products. June 16, 1923. Rohde & Co., Cincinnati, Ohio. The trade-mark or trade name, though apparently not heretofore registered in any of our Affiliated Bureaus, is claimed to have been in use by the registrant for over thirty-five years.

JEFFERSON SQUARE:—43,310. For all tobacco products. May 16, 1923. Jas. S. Fulton, Greensboro, N. C.

THE OTIS CLUB:—43,311. For cigars. June 18, 1923. Otis Cigar Co., Inc., Rochester, N. Y.

BILL LOVE:—43,312. For cigars. June 18, 1923. Otis Cigar Co., Inc., Rochester, N. Y.

BENI-SAF:—43,313. For all tobacco products. June 15, 1923. Geo. Schlegel, Inc., New York, N. Y.

DEVEGO:—43,314. For all tobacco products. June 15, 1923. Geo. Schlegel, Inc., New York, N. Y.

NO. 5:—43,318. For cigars. June 21, 1923. Barbero-Toler Cigar Co., Metropolis, Ill. The trade-mark or trade name, though apparently not heretofore registered in any of our Affiliated Bureaus, is claimed to have been in use by the registrant for the past fifteen years.

CLIMATOLIO:—43,319. For cigars and tobacco. June 11, 1923. Greater California Leaf Tobacco Co., Los Angeles, Cal.

COMOY'S:—43,320. For pipes and smokers' articles. June 21, 1923. House of Comoy, Inc., New York, N. Y.

ST. JAMES:—43,321. For pipes and smokers' articles. June 21, 1923. House of Comoy, Inc., New York, N. Y.

ROSEBERRY:—43,322. For pipes and smokers' articles. June 21, 1923. House of Comoy, Inc., New York, N. Y.

ASTOR:—43,323. For pipes and smokers' articles. June 21, 1923. House of Comoy, Inc., New York, N. Y.

EXMOOR:—43,324. For pipes and smokers' articles. June 21, 1923. House of Comoy, Inc., New York, N. Y.

DOMINION:—43,325. For pipes and smokers' articles. June 21, 1923. House of Comoy, Inc., New York, N. Y.

W. L. A. G. THE CALL OF THE NORTH:—43,326. For cigars, cigarettes and tobacco. June 22, 1923. Louis Levy and Louis Nathanson, Minneapolis, Minn.

THEODORE FINN'S TEDDY'S CLUB CIGAR:—43,328. For cigars. June 16, 1923. Theodore Finn, Chicago, Ill.

TRANSFERS

MERCHANT:—2008 (Association). For cigars. Registered September 9, 1885, by Kerbs & Spiess, New York City. Through mesne transfers acquired by The Halpern Cigar Mfg. Co., Inc., Philadelphia, Pa., and re-transferred to A. N. Davis, Philadelphia, Pa., June 6, 1923.

MONTICELLO (Tobacco Leaf, Trade-Mark Record, Tobacco Journal). For cigars. Registered May 25, 1887, by Lichtenstein Bros. & Co., New York City. Through mesne transfers acquired by D. Emil Klein Co., Inc., New York City, and re-transferred to R. J. Seidenberg Co., Buffalo, N. Y., June 14, 1923.

LA FLOR DE MANOLIA:—10,852 (U. S. Tobacco Journal). For cigars, cigarettes and tobacco. Registered June 7, 1889, by A. Rosendahl, New York City. Through mesne transfers acquired by La Mesilla Cigar Co., Inc., New York City, and re-transferred to Adolf Sobel, New York, N. Y., June 15, 1923.

LA MESILLA:—31,794 (U. S. Tobacco Journal), and **31,739** (Tobacco Leaf). For cigars, cigarettes, cheroots and tobacco. Registered May 31, 1906, by American Litho. Co., New York City. Transferred to La Mesilla Cigar Mfg. Co., New York City, and re-transferred to Adolf Sobel, New York, N. Y., June 15, 1923.

ROSA GRANDE:—18,470 (Tobacco World). For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Registered August 26, 1909, by the American Litho. Co., New York City. Transferred to Cole Litho. & Printing Co., Chicago, Ill., May 18, 1923, and re-transferred to C. Montalbano, Chicago, Ill., June 20, 1923.

MONTICELLO (Tobacco Leaf, Trade-Mark Record, U. S. Tobacco Journal). For cigars. Registered May 25, 1887, by Lichtenstein Bros. & Co., New York City. Through mesne transfers acquired by R. J. Seidenberg Co., Buffalo, N. Y., and re-transferred to D. Emil Klein Co., Inc., New York, N. Y.

GRAND AROMA:—26,526 (Tobacco Leaf). For cigars, cigarettes and tobacco, and **23,535** (Patent Office). For cigars. Registered December 1, 1903, and October 25, 1921, by O. L. Schwencke Litho. Co., Brooklyn, N. Y., and by Freiberg & Gorman, Brooklyn, N. Y., respectively. The registration by O. L. Schwencke Litho. Co. having been acquired by Freiberg & Gorman, and re-transferred to Freiberg & Schlesinger, Brooklyn, N. Y., June 23, 1923.

THE 1924 TOBACCO INDUSTRIES EXPOSITION

(*Continued from Page 25*)

fore. He claims he met as many of his friends from the Pacific Coast as he did from the East. Mr. DuBrul is a great booster for the Tobacco Show.

W. L. Dannahower Up to the Time of Going to Press Wins the Prize.—Mr. W. L. Dannahower has increased the amount of space of the Porto Rican Tobacco Agency exhibit for the 1924 Show just twenty times over that which he had at the 1923 Show, but still this is not surprising because everybody knows what a live wire Mr. Dannahower is. It looks as though the Porto Rican interest will get "everything that is coming to them" out of the 1924 Show.

Some of the other concerns who have sent their contracts in for the 1924 Tobacco Show are:

Himoff Machine Company
Rochester Folding Box Company
Adolph Frankau Company
Heywood, Strasser & Voight Litho. Company
Peter J. Schweitzer
Josephson Bros.
Bobrow Bros.
Max Gans' Sons, Incorporated
Hamberger Bros. Company
I. Cohen
F. E. Richardson Company
Selgas Company
Alfred Orlik
Read Machinery Company
Cardwell Machine Company

and we understand about 50 per cent. of the remaining space has been definitely reserved and also, that the National Exposition Company will be in a position in the course of the next two weeks to announce a number of big exhibits which will represent several of the leading cigar companies of the country.

BAYUK BROS. DECLARE REGULAR DIVIDEND

Bayuk Bros., Inc., have declared the regular quarterly dividend on the first preferred and second preferred stock, payable July 15, to stockholders of record June 15th.

CIGAR BOXES

Dependable service—Quality packages—to meet any requirement in the Wooden Containers for Cigars

The WOODEN package is the retainer of AROMA from Factory to Consumer

The Buckley Cigar Box Co., 24 Vine St., DESHLER, OHIO.

The Buckley Box Co., 1106 West Town St., COLUMBUS, OHIO.

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
WESTERN REPRESENTATIVE:
PAUL PIERSON
139 North Clark Street, Chicago, Ill.
Cigar Labels, Bands and Trimmings of Highest Quality

OSCAR PASBACH, Pres. J. A. VOICE, Secy. & Gen'l. Manager
PASBACH - VOICE
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CIGAR LABELS - CIGAR BANDS

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
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Corner of Gratiot Street
Exclusive Selling Agents For
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CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

SINCE 1870
CIGAR BANDS CIGAR LABELS
SPECIAL PROCESS
WM. STEINER SONS & CO.
257-265 W. 17th St. - New York City
Sole Distributors for New Model Cigar Banding Machine for Ungummed Bands

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

The Celebrated Dill's Best
Long Cool Smoke
Dealers CAN NOW GET DILL'S BEST SMOKING TOBACCO THROUGH ANY REGULAR JOBBER
J. G. DILL CO.
RICHMOND, VA.
Manufacturers of
HIGH GRADE SMOKING TOBACCO.

GROWERS
AND
PACKERS
OF

Connecticut Shadegrown Wrappers

Florida and Georgia
Shadegrown Wrappers

Connecticut Broadleaf

Connecticut Havana Seed

Stripped and Booked Porto Rico Fillers

AMERICAN SUMATRA TOBACCO CO.

131 Water Street — New York City

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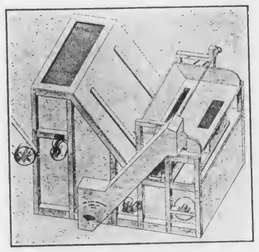
JULY 15, 1923

VOLUME 43 — NO. 14

THE TOBACCO WORLD

JOHN H. BAKER
SCRAP CUTTER
AND
SEPARATOR



A Scrap Cutter and Separator that really does separate

Write for descriptive matter and new price

Cigar Manufacturers Making Short Filler

CIGARS

Will do well to try our

Blended Scrap Havana Aroma

On the market since 1902

Twenty years giving satisfaction right along

HAS A FINE AROMA

CAN'T TELL IT FROM THE REAL HAVANA

Write for sample and price

Baker Tobacco and Cigar Machinery Company

YORK, PENNA.

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST. PHILA., PA.

SMOKERS ASSOCIATE GOOD CIGARS WITH WOODEN CIGAR BOXES

It is natural to associate cigars with Wooden Boxes. Just as a picture of rare beauty is enhanced by an appropriate frame, so the proper container for cigars makes them stronger in their attention-drawing appeal. And the proper container for cigars is the Wooden Box. Wood harmonizes in color and is more pleasing in appearance. It is well to remember that smoking derives its popularity because it appeals to the senses of taste, smell and sight. Wood is always associated with burning and is the logical container for cigars from the psychological as well as the physical viewpoint.

A FEW REASONS WHY LEADING MANUFACTURERS SELECT WOODEN CIGAR BOXES

1. IDEAL DISPLAY: Compact, varied and eye-catching window and counter displays are most easily gotten with Wooden Cigar Boxes. With a little imagination you can show all kinds of effects and combinations with Wooden Cigar Boxes. Wooden Cigar Boxes do not have to be juggled for striking displays; they only need to be arranged.
2. CONVENIENT: Practically all cigar store windows and show cases are particularly designed for the showing of Wooden Cigar Boxes. They permit the use of all the space. No space wasted. No time lost.
3. BETTER PRINTING: There is no comparison between Wooden Cigar Boxes and substitute containers when it comes to beauty of printing and lithography. You can do almost anything with wood, while the possible treatments of other kinds of packages are very limited.
4. PERFECT AGING: Cigars age normally in wood, retaining their natural aroma from factory to smoker.
5. SATISFACTORY SELECTION: A smoker likes to see the whole length of a cigar in the box. He wants to compare the size, shape and color of the various brands and types you show him. Another point where a Wooden Cigar Box always wins the approval of the smoker.
6. NATURALNESS: Cigars are a vegetable product and belong in Wooden Cigar Boxes. Cigars from Wooden Boxes please the smoker most because the wood adds a mellowness and richness to the qualities with which the cigar has already been endowed by Nature.

Investigation in retail stores will prove conclusively that for these and many other reasons Wooden Cigar Boxes are preferred.

THE BEST CIGARS ARE PACKED IN WOODEN BOXES

LA PALINA
IT'S JAVA WRAPPED
CIGAR
Ask your jobber for the new and beautiful La Palina window display material. Nothing like it has ever been offered to cigar dealers.
More than one hundred and fifty million sold yearly.
CONGRESS CIGAR COMPANY
Philadelphia

"For Gentlemen of Good Taste"
SAN FELICE
2 for 15c
TWO GOOD CIGARS
EL VERSO
10c—2 for 25c—15c
THE DEISEL-WEMMER CO.
MANUFACTURERS - - LIMA, OHIO

GONZALEZ & MENDEZ, INC.

CLEAR HAVANA CIGARS EXCLUSIVELY
TAMPA, FLORIDA
EDW. WODISKA, General Representative

TRADE "JARSO" MARK
TRADE "JARSO" MARK

to the fact that unless you pack your cigars in quality boxes, you detract from the quality of the cigar. For appearance sake order from us.
MONROE JARRETT SONS
MANUFACTURERS OF
CIGAR BOXES
S. W. Cor. Randolph and Jefferson Sts. - Philadelphia, Pa.
TRADE "JARSO" MARK
TRADE "JARSO" MARK

YANKEE BUNCH MACHINE
SAVES 30% TO 40% ON BINDERS.
MAKES BUNCHES EQUAL TO HAND MADE.
PRODUCES MORE CIGARS AT LESS COST.
WORKS EITHER LONG OR SHORT FILLER.
INEXPERIENCED GIRLS QUICKLY TAUGHT.

Made in five sizes —4", 4½", 5", 5½", and 6" wide
Millions of nationally known brands are now being made in factories equipped with this machine.
The original cost is so small you cannot afford to buy any other machine.
American Box Supply Co.
2309 Russell St. DETROIT, MICH.

ABOVE ALL
BOLD
NOW
2 for 15c
The recognized standard of cigar quality and cigar value. Bold's pre-eminent popularity is due solely to incomparable and unchangeable quality.
Bobrow Brothers, Inc.
Manufacturers
Philadelphia Penna.

STICK TO Cinco - IT'S SAFE

2 for 15c
everywhere

OTTO EISENLOHR & BROS. INC.
PHILADELPHIA —— EST. 1850

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Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

FOR SALE

FOR SALE—ONE COMPLETE SET NEWTON-STOAKES LETTERING PENS, with inks and complete instructions for making nifty show cards and price tickets. Absolutely new. Address Box 451, care of "The Tobacco World."

BUSINESS OPPORTUNITY

MODERN EQUIPPED FACTORY. Desirably located, State of Pennsylvania. Steam heated. Capacity 100,000 minimum, 200,000 maximum. Producing good workmanship. Scale of price right for 10-cent line. Actively operating at present with good organization. Rent reasonable. Further details on inquiry. Address Box 454, care of "The Tobacco World."

WANTED

NEW YORK MANUFACTURER, prominent brand, requiring services of capable representative living in Philadelphia, and familiar with territory Philadelphia, Baltimore and Washington. Address L, care of "Tobacco World." All communications confidential.

SITUATION WANTED

A CAPABLE CIGAR FACTORY EXECUTIVE AGGRESSIVE with initiative and executive ability to handle large factory or factories, capable of starting chain of factories; will be open for position shortly. Address Box Z, care of "The Tobacco World."

The Tobacco World
Established 1881

VOLUME 43 JULY 15, 1923 No. 14

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

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PRICE: United States, Canada, Cuba and Philippine Islands, $2.00 a year. Foreign, $3.50.

Harry Blum's
NATURAL BLOOM
QUALITY CIGARS

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Have you seen the big full page newspaper series?

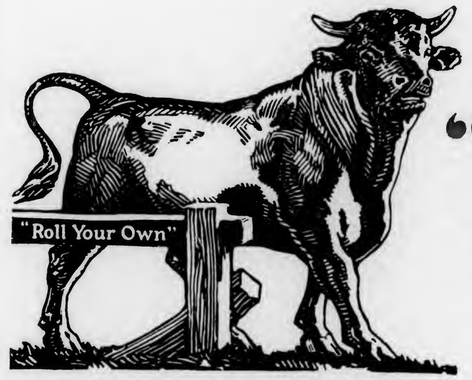
Save from
$52 to $78 a year

You will be amazed to see how the use of "Bull" Durham will cut down the cost of your smoking.

How is it possible to give you quality at the low cost of 10 cents for 50 cigarettes?

ANSWER: The government tax alone on 50 machine-made cigarettes is 15 cents—5 CENTS MORE THAN THE COST OF 50 "BULL" DURHAM CIGARETTES TO YOU!

The average smoker saves $1 to $1.50 a week by "rolling his own" from "Bull"—or from $52 to $78 a year. This makes quite a Christmas fund—or pays for a fine trip.



GENUINE
"BULL"
DURHAM
TOBACCO

Guaranteed by
The American Tobacco Co.

50 GOOD CIGARETTES 10¢

(Reduced facsimile of Newspaper Page)

MADE-IN-BOND AT TAMPA

The Made-in-Bond Stamp is the U. S. Government Guarantee that TUVAL cigars are manufactured entirely of imported Havana leaf.

Two generations of clear Havana cigar manufacturing by Marcelino Perez & Co., have won for TUVAL the respect and confidence of the lovers of good cigars.

Marcelino Perez & Co.
709 Sixth Avenue, at 41st Street,
NEW YORK CITY

Wanted Jobs of Cigars

In quantities of 25,000 up to 500,000. Must be standard brands. All these cigars will be sold over our counter at retail. We have the largest retail cigar business of any cigar stand in the world. All goods paid for ten days after being received. - - - - -

E. ROCKWELL
Manager Cigar Department

E. C. KINSEL
Michigan and Griswold
DETROIT, MICH.

Established 35 Years

MARSHALL FIELD

The manufacturer has devoted his life in the science of tobacco curing, and the art of blending. The objectionable properties which tobacco contain are eliminated, such as Rosin Gum which makes tobacco strong, and the natural Ammonia which makes tobacco sharp and bitey. It is then ripened, mellowed and blended.

All Marshall Field Cigars are

Very, Mild,
Regardless of Color

Distinctive Quality

No Other Cigar in America Like It

It is different
There are reasons for it

LIKED BY ALL WHO SMOKE THEM

Pioneer 10c; Field 2 for 25c; Bankers, wrapped two in foil, 2 for 25c; Marshall 15c; L. Corona 15c; Standard 3 for 50c

MARSHALL FIELD — Wrapped with finest Vorstenlanden Java

HOWARD F. PENT, President
THE CORAZA CIGAR COMPANY - 7th and CHERRY STREETS PHILADELPHIA, PA.

Volume 43

THE TOBACCO WORLD

Established 1881

Number 14

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, JULY 15, 1923 Foreign $3.50

EDITORIAL COMMENT

THE Sumatra-wrapped five-cent cigar is still with us, but the competition in this field is narrowing rapidly. The dependable Sumatra-wrapped five-cent cigars that have a following with the smoker can now be named in an hour, more or less.

The tendency of the Sumatra market is decidedly unfavorable to the five-cent cigar, and for that matter almost everything else. But when we have more good five-cent cigars we are going to have more cigar smokers, and more prosperous cigar manufacturers. Many a smoker with ten cents buys one cigar today, where he bought two cigars in 1915. His taste has changed or his brand has changed. Anyway it's one of a score of reasons why the cigar business is not "hitting on high."

If we are to keep our customers and our markets, we must keep our prices within their range. Unless all signs fail, there is going to be another readjustment, and this time it will be a real one. Should this occur, Class A and B may become highly competitive fields once more, but so long as high prices obtain the small manufacturer is eliminated as a producer of a really competitive five-cent cigar.

IT is encouraging to find many of the old Ninth District manufacturers passing out the word that their business is showing improvement. Certainly we hope that it is the forerunner of a busy fall, with plenty of orders on every hand. Another good sign is the quiet hunt that is going on for additional branch factories in localities where labor can be had.

In proportion to their production the First District of Pennsylvania, which now embraces what was formerly the Ninth, has fewer advertised and nationally known brands than any other district.

So long as a large proportion of the production is devoted to unknown brands, so long will that part of the district be subject to violent fluctuations in production.

When times are good there are always orders for every manufacturer, but when the smoker tightens his purse strings by force of necessity, he begins to be critical of what he purchases. The retailer and jobber are very quick to take the pulse of the consumer, and when they find him suffering from financial stringency, the first orders that are stopped or cancelled are the ones for the little known brands.

In times of depression the buying public puts its money on staple articles in all lines of business. While the entire cigar industry has suffered from the 1921-1922 depression, it is to be observed that the factories least affected were those manufacturing advertised and nationally known brands.

It pays to advertise!

DILL'S CUT PLUG IN ENGLAND

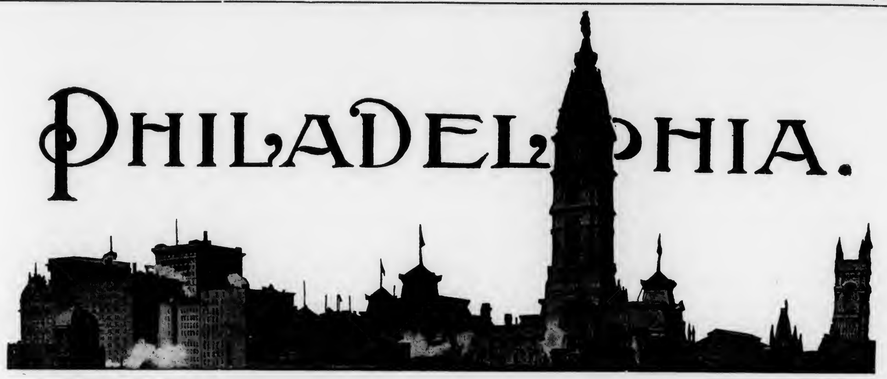
Messrs. Singleton & Cole, Limited, of Liverpool, England, have been appointed sole importing and controlling agents for the brand of Dill's cut plug, in England, Scotland and Wales.

MORE IN FAVOR OF TOBACCO

In discussing the effects of inhaling tobacco smoke before the Missouri State Medical Society, Major Gerald B. Webb stated that it was his conclusion that inhaling tobacco smoke was a protective agent against tuberculosis.

MacMILLAN FINDS CIGARS IN LABRADOR

In commenting on his trip to the Arctic regions on an exploring expedition, Mr. MacMillan states that on putting in at Red Bay, on the coast of Labrador, his vessel was almost immediately surrounded by the small boats of the natives who have had two very bad fishing years and they requested almost everything and wanted to give in exchange skins and cigars. Mr. MacMillan is at a loss to understand where the cigars came from, unless they were obtained from the wreck of a British warship a short distance down the coast.



BAYUK BROTHERS HOLD SPECIAL MEETING

A special meeting of the stockholders was called for July 12th in Baltimore to consider changing the name of the corporation from Bayuk Brothers, Incorporated, to Bayuk Cigars, Incorporated; reducing the dividend from eight to seven per cent. on the second preferred stock. Following the meeting in Baltimore, a meeting of the board of directors was held on Friday morning. No details of the meetings could be obtained up to the time of going to press.

The Bayuk Boosters, a strictly Bayuk Brothers organization, sojourned to Atlantic City on Friday, the 13th, to remain until Sunday on their annual outing. This outing is always looked forward to with a great deal of enthusiasm, as a good time is always assured at this outing. The organization is headed by Fred J. W. Allen, sales manager.

Max Lowenstein, president of the Royal Cigar Company, distributors of Bayuk products, stopped at the Bayuk factory last week, enroute to Atlantic City, to enjoy the sea breezes.

Business at the Bayuk factory is going along splendidly and a very satisfactory bunch of orders is coming through regularly.

GOOD NEWS

The complaint brought by the Federal Trade Commission sometime ago against Otto Eisenlohr & Bros., Inc., charging conspiracy to fix and maintain resale prices of their "Cinco" cigars, has been dropped. This will be good news to the many persons who have been watching the outcome of this complaint as it has been generally agreed that there was no real basis for the complaint in the beginning.

GODFREY MAHN FEATURES "SASIENI" PIPES

The "Sasieni" pipe, which is handled by Godfrey Mahn, Thirteenth and Chestnut Streets, and which was featured by them during National Pipe Week, is increasing in popularity and demand to such an extent that the factory at Windus Road, England, has been enlarged sufficiently to make room for 250 additional workers.

This pipe goes through many special and secret processes during manufacture, assuring a cool sweet smoke "from the first pipeful."

DUSEL, GOODLOE & CO., FORGING AHEAD

The sale of the well-known "Blackstone" cigar is going ahead with leaps and bounds in Philadelphia and surrounding territory through the good efforts of their distributor in this section, Dusel, Goodloe & Co., and they report the largest business in the month of June on this brand of any month in their history. This firm is also doing a good business on Manila brands, handling "Alhambras," "Las Palmas," and some other brands manufactured by the Manila Commercial Company.

The Atlantic City Branch of this firm has been moved from 401 Arctic Avenue to 133 South Kentucky Avenue, thus giving them much needed additional space as well as a more central location.

Patrick Cunningham, of Max Schwartz fame, "La Primdora" was in town and visited this house on Friday last week.

J. Culver Wolfe, of the Seidenberg Corporation, "Pancho Arango" and "Virginia Lee," was also a visitor at this house last week.

MONROE JARRETT SONS KEEP BUSY

At the factory of Monroe Jarrett Sons, southwest corner Randolph and Jefferson Streets, manufacturers of cigar boxes, everything is running along smoothly Orders are coming in nicely and the only cloud on the horizon is the shortage of labor, which threatens to become acute.

BAILEY DOING BIG BUSINESS

At the store of Wm. Bailey, Second and Arch Streets, a very large stock of cigars of all kinds is carried. Mr. Bailey's business has been increasing by leaps and bounds, due to the sound business logic pursued. One of the first signs to attract your attention as you enter the store is one on which is painted "The House of Manila."

S. LOEWENTHAL & SONS BANKRUPT

On Tuesday, July 17th, at 10.30 A. M., at 189 Front Street, New York City, Chas. Shongood, auctioneer for the Southern District of New York, will sell the assets of S. Loewenthal & Sons, consisting of Florida broadleaf, Connecticut tobacco, wrappers and binders, labels, bands, furniture, fixtures, etc.

These may be inspected from 9 A. M. to 4 P. M. on July 14th and 16th.

SLIGHT INCREASE IN BUSINESS FOR MONTH OF JUNE

The report of the Third Federal Reserve District on business conditions in this district during the month of June is as follows:

Cigars

Manufacturers of cigars report that orders booked this month have been larger than those received in May, but in general the demand is only slightly better than it was in June, 1922. The large producers of cigars state that business is good, but the smaller manufacturers characterize it as only fair. With the smaller producers, particularly makers of 5-cent and 8-cent cigars, the demand has been light since April, and stocks on hand are rather heavy. Consequently, they have curtailed production severely, and are operating at an average of only 65 per cent. of capacity. However, the recent improvement in business makes the outlook more encouraging. Large manufacturers of nationally advertised brands report that though sales are not as heavy as had been anticipated, they are on the whole satisfactory. The warm weather of this month has stimulated the demand, but jobbers' orders for the summer resort business are smaller than usual. The very cautious buying policy of retailers has caused some jobbers who have a standing order for a fixed quantity of cigars weekly, to cut down the size of these orders. A distinct decrease in the call for 15-cent, 3-for-50-cents, and higher priced cigars is noticeable, but this has been counterbalanced by an increased demand for 10-cent and 2-for-a-quarter sizes. Several manufacturers of Class C and Class D cigars have temporarily stopped the production of 15-cent and 3-for-50-cent sizes and are concentrating their output on 10-cent and 2-for-a-quarter sizes. The average of plant operation by the large producers is approximately 80 or 85 per cent. Practically all orders are for prompt shipment.

Though the demand in April and May was rather disappointing to many manufacturers, the output of cigars in the United States during the first five months of this year was considerably greater than during the same period of 1922 and 1921. Cigarette production during this period was enormous and far in excess of the first five months of 1922 and 1921.

Both large cigars and cigarettes have been produced in larger quantities during the first five months of this year than in the corresponding period of the past two years. But cigar output has increased less than 5 per cent. as compared with 1922, whereas cigarette production is 36 per cent. greater.

In general, cigar prices have remained unchanged during the month. Tobacco leaf prices, too, are holding firm. Manufacturers' stocks of cigars are moderate and are remaining stationary or decreasing slightly. The supplies of tobacco leaf held by manufacturers, also, are moderate.

The supply of skilled cigarmakers at most factories is adequate, but some scarcity of unskilled labor is still noted. Wage scales, on the whole, are unchanged.

The majority of firms report that collections are from fair to good, and in most instances they are stated to be more prompt than they were a month ago.

Tobacco Leaf

At the close of May many large factors entered the Lancaster market and made some big purchases of 1922 Pennsylvania packed wrappers, but that market has not shown much activity since. Leaf dealers report that buying by manufacturers has been light and that the large producers are really the only purchasers. The packings of 1922 Pennsylvania wrappers have appeared on the market in large amounts and about a month earlier than usual. Current quotations on these vary from 26 to 30½ cents per pound, actual weight based on September 1, 1923, weights and inspection. Of the total amounts that have appeared on the market, leaf dealers report that about 80 per cent. was purchased by large cigar manufacturers. No 1922 packed fillers have yet been offered in the Lancaster district, and practically all of the 1922 fillers in the bundle were bought up several weeks ago by tobacco manufacturers.

Nearly all of the 1922 Pennsylvania and Ohio tobaccos have passed from the farmers' hands, probably not more than 5 per cent. of the crop being still held by the growers. Leaf dealers state that not in the past 25 years have the growers of Ohio and Pennsylvania tobacco been sold out as closely as they are now.

On June 8 American importers and cigar manufacturers bought 2750 bales of Sumatra tobacco on that day's sale at Amsterdam, Holland. The average prices paid for American grades were considerably higher than the average of any of the previous sales this year. Leaf dealers report that their sales of Sumatra tobacco this month were heavier than those of a month ago, despite record prices. The Rotterdam sales of Java tobacco have opened and about 1000 bales have thus far been purchased by Americans. The prices, although high, were much lower than at the Sumatra sales at Amsterdam.

American packers and dealers curtailed their buying in Porto Rico late last month, and as a result that market has not been very active. Because of the lack of buying, prices softened somewhat, although they are still higher than they were last year. Purchases of the new Cuban (Havana) crop by dealers and packers have been heavy in the Vuelta Abajo district, but in the Remedios and Partido sections buying has been rather light. The prices demanded by the growers in the two latter districts—50 to 58 cents per pound—seem to have effectually stopped buying. A strike of the tobacco selectors, who demanded a 50 per cent. increase in wages in the Cuban districts, also contributed to the halt in purchases. The strike in the Partido section has been settled by granting the strikers' demands. Most of the Vuelta Abajo crop has been sold by the farmers in the bundle at close to 1920 prices, but the demand of the other districts for prices higher than those of 1920 has made the Cuban market less active than usual in June. As a result many of the growers are accepting lower prices and the Remedios crop is now selling at about 40 cents per pound.

NO SYMPATHY

Two hunters in the North Carolina woods had chased a wildcat to a clearing and were terrified to see the beast jump into a window of a cabin from which the sound of a woman's voice had just been heard. On the porch, rocking comfortbly and apparently undisturbed, sat Friend Husband.

"For heaven's sake, is your wife in there?" screamed one of the hunters.

"Yeah."

"Good Lord, man, get busy! A wildcat just jumped in the window!"

"Yea? Well, let him git out the best way he can. I got no use for the pesky critters and danged if I'm goin' in to help him."—*American Legion.*

DETROIT

Exceptionally Good Business for Detroit in June—Tom Monroe Returns From Business Trip for "Robert Emmet"—Lou Oliver, Jr., to Learn Cigar Business—Big Campaign on "Dutch Masters" is Planned

Detroit, Mich., July 10, 1923.

DETROIT retailers and wholesalers report business for the month of June as exceptionally good. Collections have shown marked improvement. Practically every cigar manufacturer here reports record breaking business for the past six months, with an over-sold condition existing for the first half of the year. Price-cutting still exists and many jobbers are selling the popular brands of cigarettes at 10 per cent. off list, and there seems to be no relief in sight to remedy this bad condition.

The Howes-Shoemaker Company have been appointed distributors of "Bankable" cigars for Detroit and vicinity by N. N. Smith Company, Frankfort, Ind., manufacturers of this famous brand.

Herbert Earl, vice-president of the Watkins Cigar Stores Company, has leased a cottage at Union Lake for the summer. Herb has been spending the past two weeks in fishing, boating and bathing and has returned to his duties at the store, looking the picture of health and as brown as a berry.

Charles M. Higgins, manager of the city department of Lee & Cady, Incorporated, will sail on July 28th from New York City for a two months vacation trip to England, Scotland and the British Isles.

Tom Monroe, vice-president of the Spietz Cigar Company, manufacturers of "Robert Emmet" and "Lucas" cigars, has returned from a business trip through the State in the interest of his company's brands, which are enjoying a big sale in every section.

Samuel Fisher, of Strom, Fisher & Co., New York City, N. Y., was on the list of visitors here last week who signed THE TOBACCO WORLD register at Bert Johnson's.

Jack Brill, of the Wm. J. Seidenberg Corporation, manufacturers of "Pancho Arango" clear Havana cigars, called on the trade here last week. Jack made the rounds with the sales force of the Bailey-Wilkin Company, his local distributors. A complete tour was made of all the golf clubs and a record of 99 per cent. was scored.

William J. Cross, star salesman with Claude E. Howell & Co., was united in the holy bonds of matrimony on June 14th, to Miss Alma Herter, of this city. After a honeymoon trip of two weeks to Niagara Falls and New York City, the happy couple have returned to their Detroit home.

Frank D. Patton, of Gonzalez & Sanchez, Jacksonville, Fla., called on the trade here last week, and reported very satisfactory business all along the route covered.

Lou Oliver, the congenial proprietor of the Subway Cigar Store, 749 Griswold Street, has returned from an auto trip to Chicago. Mrs. Oliver accompanied Lou on the trip over, but remained in the Windy City to visit relatives. Lou, Jr., is now assisting his father in the store and will spend his vacation learning the cigar business, under the tutelage of his well-experienced dad.

Pete Payette, of "La Preferencia" fame, is doing some very effective work on his brand through the sales force of John T. Woodhouse & Company, who are the local distributors. Pete is seen on all the highways and by-ways, expounding the good qualities of "La Preferencia" cigars to the retailers and consumers.

Edward Wodiska, general representative of Gonzalez & Mendez, Incorporated, manufacturers of clear Havana cigars, Fort Myers, Fla., called on clubs and retailers here last week and reported a very satisfactory business on his hands.

Jack Wismer, of Andres Diaz & Company, Tampa, Fla., was a recent out-of-town visitor who signed THE TOBACCO WORLD register at Bert Johnson's.

"Red" Clysdale, the congenial greeter of the Library Park Hotel, has returned from a two weeks sojourn at Wolfe Lake. Before departing on the trip "Red" purchased a new Buick and made the trip via auto, accompanied by some of his theatrical friends. I am told a big time was enjoyed by all the party. As this is the season for fish stories, we were prepared, but "Red" beat us to it and sprung some new ones.

Victor Thorsch, of the Consolidated Cigar Corporation, has been sojourning in our midst for several days conferring with Claude E. Howell & Company, local distributors for all the Consolidated brands. A big campaign is planned on "Dutch Masters" and the sales organization is being pepped up for the drive.

Wm. McDonal, of F. Garcia & Bro., Tampa, Fla., called on the trade here last week in the interest of his brand, which enjoys a big sale on the Detroit market.

Mart Ryan, Michigan representative for Harnit & Hewett Company, Toledo, Ohio, is doing some very effective work on "Sinclaire" cigars throughout the State. Mart tells me they are repeating in every section and is the best bet he ever had. For the past two weeks Mart has been camping in Detroit and giving our retailers his undivided attention.

M. M. Wilson, of the Anndora Cigar Company, Albany, N. Y., manufacturers of "Van Koven" and "Anndora" cigars, called on Lee & Cady, Incorporated, local distributors of "Anndora" cigars. Frank Reszke, of 119 West Fort Street, has the exclusive sale on the "Van Koven" cigar, which is his feature line.

Mr. J. Aitken, general manager for Ben Wade, manufacturer of fine briar pipes, Leeds, England, was one of the prominent out-of-town visitors who called on the Detroit pipe dealers last week. Mr. Aitken reports the pipe business as never better and that the English briars are growing in popular demand throughout the world.

Jim Williams, the "La Amo" booster, of A. Amo & Company, Tampa, Fla., has returned to Ohio to put a few finishing touches on spots already worked. Before departing for the Buckeye State, Jim was seen doing a Marathon around Bert Johnson's cigar emporium, chasing Bill Reddling from cellar to garret for a five thousand order of "La Amo." Jim says when he goes after them, he does the trick right and never lets them get away, so for the little sprint he received a ten thousand one instead of five. That's the boy, Jim, you can't hold a good man down.

W. H. Hinn, representing E. J. Wilkins Company, Gloversville, N. Y., manufacturers of fine leather goods for the cigar trade, called on the Detroit retailers this week and booked some fine business for the holiday trade.

Collins Bros., who operate the cigar store and stands in the General Motors Building, have taken on "Tadema" cigars (Arguelles, Lopez & Bro.) as the exclusive agents in Detroit. They will feature this brand at the many banquets and functions which are held daily in the world's largest office building.

Frank W. Clarke, of widely known cigar fame, is rusticating in our midst, his home city. Frank informs me he is negotiating with one of our large Detroit factories to represent them in Indiana and Ohio, in which States he has travelled for many years and has a big following.

Irving J. Hahn, of R. Steinecke Company, manufacturers of "Aresco" and "Primanos" high grade exclusive cigars, called on the clubs and leading retailers here last week and reported a very nice business.

Jim Keogh has accepted a position with F. Vega & Company, manufacturers of "Las Vegas" cigars, and will travel various sections of the country in the interests of "Las Vegas" cigars.

The Avenue Smoke Shop, 5754 Woodward Avenue, are showing a fine lineup of "Personality" cigars, which are proving a ready seller to their trade. The Avenue Smoke Shop is the most popular cigar store in the north Woodward section, catering to the high class trade in automobile row. All popular and leading brands of cigars are displayed prominently and the congenial proprietors enjoy a very successful business.

Harry H. Parr, of "Chancellor" fame, has left on a trip through the northern part of the State, where he will do some artistic work with his brush on "Chancellor" cigars.

J. W. Ryan, of Ryan & Raepheal, Chicago, Ill., called on the trade here last week, showing many sizes and shapes of "Lucius" cigars.

Don't forget to visit the Shadukiam Grotto's summer pageant, July 16th to August 4th. Its the World's Greatest Show, all the cigar and tobacco men will be present, including "Bill" Thornton, the Chief Justice of the Grotto.

Yours truly,

MIKE OF DETROIT.

JOBS OF CIGARS WANTED

On another page of this issue appears an advertisement of the cigar department of E. C. Kinsel, of Detroit, Mich., which states that jobs of cigars are wanted in lots of 25,000 up to 500,000. This is an excellent opportunity to move some of your slow-moving stock, if it is quality merchandise.

FRANCE BUYS MADAGASCAR TOBACCO

During 1922 the French Tobacco Régie purchased 350 metric tons of leaf tobacco in Madagascar, and it is expected that the purchases in 1923 will reach 800 to 1000 metric tons. The Régie specialist is of the opinion that Madagascar will never produce any particularly good qualities. However, the cultivation will be encouraged, and within the next three years the amount of purchasable tobacco should increase to some 3000 metric tons per annum. As a further indication of the trend in European countries to secure their raw materials from their colonies, this item is of interest. (Consul Alfred T. Burri, Madagascar.)

ORDERED TO DISCONTINUE "TAMPA" ON LABEL

Washington, D. C.

The Federal Trade Commission has issued an order against Kraus & Company, Inc., of Baltimore, Md., cigar manufacturers, who are charged with having manufactured cigars in Baltimore and sold them under labels bearing the word "Tampa" in such a way as to lead the general public to believe that the cigars so labeled were manufactured in Tampa, Fla. Herman T. Weeks, of Pittston, Pa., acting as a selling agent for the Kraus Company, is also named as respondent in the commission's complaint.

According to the specific terms of the commission's order, the respondent must discontinue using the word "Tampa" alone, or in combination with other words, in brands, labels or legends on cigars, and the containers thereof, manufactured by or for them, or either of them, in Baltimore, Md., or any other place than the city of Tampa, Fla., or the Tampa District, so-called, unless if the cigars in fact are not made in Tampa, Fla., or the Tampa District, such word or words in type or lettering equally conspicuous with the word "Tampa" is printed, showing the true place of manufacture.—Linz.

TOBACCO ASSOCIATION OF U. S. HOLDS ANNUAL MEETING

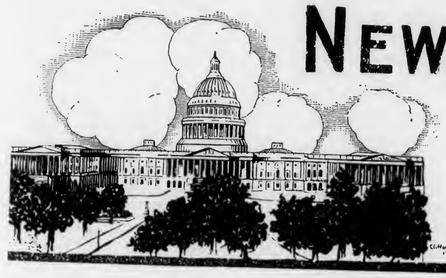
On June 28, 29 and 30, in Asheville, N. C., the Tobacco Association of the U. S. held their twenty-ninth annual meeting at the Grove Park Inn. There was a very gratifying attendance of the members and a most interesting meeting was enjoyed by all.

The usual routine was followed, and many most interesting speakers were provided throughout the three days of the meeting in order to offer those present something to think about.

Crop reports were received from those present from the various tobacco growing sections and all agreed that the crop would be a trifle below normal, fair quality, and two to three weeks late on account of very dry weather.

The dates for opening auction sales were fixed as follows: August 1, South Carolina; August 2, Georgia; August 21, eastern North Carolina, from Raleigh east; September 25, Old Belt territory, including Danville, Va., Winston-Salem and Durham, N. C.

The time and place of the next meeting will be decided later.



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

Washington, D. C.

A FEDERAL statistical analysis of the tobacco trade of every important consuming and producing country is planned by Thomas L. Hughes, chief of the Tobacco Division of the Department of Commerce. The object of the investigation is to compare the present trend of our own trade with that before the war, and show the relation of our trade with that of other countries, and to make a general analysis of the trends shown.

Part of the investigation will be devoted to the question of export facilities and methods, and it is planned to study the supply of credit methods of financing followed by exporters and importers now as compared with those before the war, questions of transportation, storage, trade routes, free ports, and such other related subjects as may have a bearing on the future of our tobacco industry.

It is believed by Mr. Hughes that some pertinent facts can be developed on the international trade in tobacco in connection with this work that would be of paramount interest to the members of the industry.

The first of a series of conferences between Irving S. Paull, chief of the new Division of Domestic Commerce of the Department of Commerce, and representatives of the various retail industries, by which it is hoped to eliminate wasteful practices in the distribution of essential commodities, was held in Washington July 6 and 7. The purpose of the conference was to undertake, in co-operation with the industries represented, an analysis of distribution, with a view to eliminating uneconomic methods and wasteful practices which may be known to exist. The committees were requested to establish the functions of retailers and will be requested also to name specific commodities which can be traced from the retail counter back to the original source of raw materials. After this has been accomplished, the committees will be brought together in a single committee to correlate their findings and establish a basis for a current monthly survey of retail distribution. This will serve as a basis for similar organization in wholesaling, warehousing and manufacturers' distribution.

Among the subjects taken up at the initial meetings were retail functions of the retailer, operating factors, cost factors and waste factors. Under the heading of retail functions the conference discussed the retailer as the purchasing agent for a community, selection of merchandise and judgment of value, the carrying of a reserve supply for the community and the retailer's responsibility to the community. Operating factors discussed included sources of supply, balanced and seasonal purchasing, seasonal selling and carryover, surplus stocks and duplications, short stocks, turnover, markdowns, character of trade, location and services. Cost factors included standardized cost, stock, turnover, and idle merchandise records, budgeting purchases, sales quotas, and the possibility of perpetual inventory.

Waste factors included overselling, substitution, delivery of inferior merchandise, cancellation of orders and the pyramiding of orders.

The first conference was attended by representatives from five organizations of retailers in the more essential lines. Future conferences, it is expected, will include representatives of other lines of a less essential character.

A profit of $172,081.21 was sent in to the Treasury during the last fiscal year by the Patent Office, it is stated in a report just made public by Commissioner Thomas E. Robertson. This amount was received in the form of fees for patent registration, trade-marks, etc., over and above all expenses.

During the last three years the number of applications for trade-marks has increased from 75,000 to 113,000 per year, with the result that for some time various divisions of the Patent Office were approximately a year behind in their work. These arrears have all been caught up, it is declared, and at the present time every division of the Patent Office is keeping its work current.

Warnings that manufacturers and other consumers who fail to purchase coal for next winter during the summer months may find themselves without fuel when the railroads are called upon to transport the usual winter volume of other commodities has been sent out by F. R. Wadleigh, Federal Fuel Distributor.

Reports to Mr. Wadleigh from the American Railway Association point out that while the carriers are in shape to handle and move all coal with reasonable promptness, provided the movement is distributed throughout the entire year, they are not provided with surplus equipment and facilities sufficient to offset in the fall months failure of consumers to buy coal dur-

(*Continued on Page 14*)

Havana Quality Cigars and Spanish Cedar Boxes

Havana is unquestionably the Mecca for cigar buyers from the four corners of the globe, the quality and workmanship of the cigars from the Island of Cuba being a known quality, wherever cigars are smoked.

The Manufacturers of the World Known Brands produced in the Capital of that Island Republic have ever jealously guarded their product and the only containers in which they pack has become a hall-mark. SPANISH CEDAR seems to have been nature's gift to provide a suitable container for these marvelous rolls of tobacco which Havana exports to almost every country of the world.

The quality and character of the container of any product is an influential factor in winning the favor of the consumer. From the beginning, and throughout the years SPANISH CEDAR has proven itself the peerless wooden container for cigars.

Just as correct dress marks the man, so the SPANISH CEDAR Cigar Box convinces the smoker of the quality of the cigars which it contains.

In presenting your brands do not forget that the SPANISH CEDAR Cigar Box immediately adds character and prestige to the cigar contained within it.

Spanish Cedar Cigar Boxes Make Good Cigars Better

(*ADVERTISEMENT*)

News from Congress

(*Continued from Page 12*)

ing the summer months when sufficient transportation is available.

"This warning should be acted upon by every consumer of bituminous coal, as a simple matter of protection," declared Mr. Wadleigh. "If industrial consumers hold off from purchasing coal during the summer and enter the fall months with insufficient stocks of coal, it will then be necessary for them to secure their requirements just at the period when rail traffic is at its peak, as it has always been in late September, October and November. They are then likely to find themselves in a difficult position and the country's rail facilities overburdened, with consequent delay in movement of traffic, ensuing shortage of equipment with congestion at yards and terminals. The railroads are now moving each week the heaviest traffic in their history, considerably exceeding estimates, and, should the present ratio of increase over estimates continue, all previous traffic records will have been exceeded.

"The necessity, therefore, for the heaviest possible movement of coal during the summer months is apparent, if it is desired to give the carriers the assistance they will surely need and avoid a slowing up of the whole industrial movement, in which transportation plays such an important and necessary part. Industrial consumers can, by purchasing and storing to capacity as much as possible of their fall and winter requirements, not only aid the railroads, but industry generally and, therefore, the interests of the whole country."

Losses from theft and pilferage of foreign shipments continue to grow, and constitute a heavy tax on our export trade, according to a report just submitted to the Secretary of Commerce by Director Klein, of the Bureau of Foreign and Domestic Commerce.

The Transportation Division of the bureau during the past six months has been making a special study of the best methods of export packing, a subject which has for some years been a matter of increasing concern to our exporters. This investigation was conducted at the request of the House Committee on Merchant Marine and Fisheries, and many industrial centers have been visited to get, at first hand, modern ideas on packing and pilferage prevention. It has been found that while proper packing will do much to prevent theft and pilferage it does not entirely solve the problem, since skilled thieves, well organized, are able to remove goods from packing cases without leaving any traces of the robbery, and the loss is not discovered until the case is opened at its destination.

As a result of the investigation, the Transportation Division recommended the establishment of a central bureau of information at most of the principal ports, so that there might be an exchange of information which would simplify the work of the investigators and strengthen their efforts so that a united and co-operative effort could be made to check this menace. The Transportation Division has been asked to assist in the formation of such a bureau at the port of New York, which will be supported by maritime underwriters, steamship companies, railway lines and shippers' organizations. It is expected that similar organizations will follow at each of the other large ports.

It is probable that at the next session of Congress an effort will be made to secure an amendment to the Carlin Act so as to provide specific penalties for stealing from interstate shipments loaded on trucks or stored in warehouses, with the hope that this will have a marked effect in reducing pilferage losses. The Carlin Act, which seeks to provide penalties for the pilferage of goods moving in interstate commerce, provides penalties only for the stealing of baggage from a public truck or van, neither freight nor express matter being specifically provided for.

A new commercial treaty between the United States and Spain, to replace that which will expire next November, is now being negotiated at Madrid and the first draft has been sent to the American embassy there. Merchants in Spain, it is reported in advices just received in Washington, are thoroughly aroused to the desirability of the continuation of the present favorable trade relations between that country and the United States.

The present treaty is to be terminated at the request of the Spanish Government, in order that an adjustment of its commercial relations, made necessary by the changed economic conditions since the war and the new Spanish tariff adopted last year, may be effected. The necessity for a new treaty is also increased by the fact that this country has within the past year entirely revised its tariff law.

It is believed by officials conversant with the situation that the new treaty will be very favorable to both countries and will meet the desires both of Spanish and American business men.

Customs and tax receipts during the fiscal year which ended on June 30 were far larger than anticipated by the Treasury Department, the former being the greatest for any year in the history of the country. Due chiefly to the new tariff law, but also in part to increasing business, the collections of customs from goods imported into the United States during the fiscal year aggregated $561,928,866, as compared with $356,443,387 during the preceding fiscal year, the previous high record. Income and profits tax receipts were more than $175,000,000 greater than expected, totaling $1,678,607,428. Miscellaneous internal revenue receipts amounted to $945,865,332, making the collections of the internal revenue bureau for the year $2,524,472,760.

As a result of these increased receipts and the economies practiced in the operation of the Government, the Treasury Department is able to show a surplus of receipts over expenditures of $309,657,460. In addition, the public debt has been reduced during the year by $402,850,491, out of the ordinary budget, and an additional $210,823,851 out of the surplus, a total debt reduction for the year of $613,674,342. A balance in the general fund of the Treasury at the end of the year stood at $370,939,121, as compared with $272,105,512 on June 30, 1922, an increase of $98,833,609.

(*Continued on Page 16*)

Order Now!

Manila is ten thousand miles from the American cigar market. Measured in time, that, means from sixty to ninety days difference between buying at Manila and buying in the United States from domestic factories.

To take advantage of the opportunities offered by the Manila trade and to be fully prepared for the heavy demands that always come the last three months of the year, the buyer should work out his problems and place his orders now.

Jobbers and dealers will help themselves when they help the importers and the Manila factories to anticipate the seasons and to maintain adequate supplies to meet normal demands.

List of Distributors and Importers on application

MANILA AD. AGENCY

(C. A. BOND, Mgr.)

15 WILLIAM STREET - - NEW YORK

News from Congress

(*continued from page 14*)

The total gross debt of the United States on July 1, reports of the Treasury Department show, amounted to $22,349,707,365, a reduction during the year of $613,674,342. During the present fiscal year public debt to the extent of $1,390,000,000 will mature, most of which, it is expected, will be retired, although it may be necessary to refund some of the debt.

Production and shipment of goods continued in heavy volume during May and the early part of June, according to the monthly review of business and financial conditions throughout the country, just made public by the Federal Reserve Board. The volume of employment was sustained and many wage advances were reported, but wholesale commodity prices declined somewhat.

The increased activity in basic industries has been accompanied by a slight increase in employment at other industrial establishments. The demand for labor was also reflected in a larger number of wage advances during the thirty-day period ending May 15 than in any earlier month this year, and average weekly earnings in all reporting industries increased by 3.8 per cent.

"Active distribution of commodities is indicated by heavy movement of merchandise and miscellaneous freight, and car loadings continued to exceed all previous records for this season," the board states in its review. "In certain lines of trade a decline in the volume of manufacturers' orders for future delivery is reported. The volume of both wholesale and retail trade was larger in May than in April. The Federal Reserve Board's index of wholesale trade, which makes no allowance for seasonal changes, was 5 per cent. higher than in April, and 14 per cent. higher than a year ago. Sales of department stores increased about 9 per cent. in May, and all lines of chain store business reported increases. Mail order sales were 6 per cent. less than in April, but were larger than in any previous May."

"NATURAL BLOOMS" AT THE SEASHORE

Some very good work has been done by the sales force of the "Natural Bloom" factory along the northern New Jersey seashore. New and attractive signs are generously scattered along the coast over the doors of retailers, announcing to the consumer that they can obtain this famous quality cigar within.

NO CHANGE IN HAIL INSURANCE RATES FOR WISCONSIN

According to the bulletin issued by the Wisconsin Tobacco Pool the companies writing hail insurance have stated that there can be no lowering of rates for this class of insurance at this time. The Pool, therefore, announces that they will do nothing more this year on this subject.

PENNSYLVANIA TOBACCO CROP

The area set this season is estimated at 6 per cent. more than last year's acreage or 46,000 acres. The condition of the crop on July 1 was estimated at 83 per cent. of a normal, which would indicate a yield of 1262 pounds per acre and a production of 58,034,000 pounds as compared with 56,760,000 pounds last year and 54,878,000 pounds the average crop for the past ten years.

The importance of raw materials for use in manufacturing in our import trade and of manufactures ready for consumption in our export business is steadily increasing, according to an analysis of our foreign trade for the month of May just made by the Department of Commerce.

During that month, crude materials to the value of $144,294,000 were imported, being 39 per cent. of our total imports, while manufactures ready for consumption amounted to but $65,320,000, or 17 per cent., and manufactures for further use in manufacturing totaled $73,774,000, or 20 per cent.

On the other hand, our exports of raw materials for use in manufacturing during the month totaled only $53,302,000, or 17 per cent. of the total exports, while manufactures ready for consumption amounted to $130,848,000, or 42 per cent., and manufactures for further use in manufacturing amounted to $50,090,000, or 16 per cent.

T. M. A. CIGAR COMMITTEE ACTIVE

The sub-committee headed by Vice-President Best of the General Cigar Company and consisting of R. E. Christie, vice-president of the American Cigar Company, Julius Lichtenstein, president of the Consolidated Cigar Corporation, Ben R. Lichty, president of Otto Eisenlohr & Bros., Inc., Samuel Bayuk, president of Bayuk Bros., Inc., and Geo. H. Hummel, vice-president of P. Lorillard Company, appointed by the general cigar committee formed at the recent T. M. A. convention for the purpose of considering ways and means of improving the cigar business, with Mr. Henry G. Wemmer, of the Deisel-Wemmer Company, as chairman, as well as the Special Slogan Committee, composed of Frank W. Harwood, advertising manager of the General Cigar Company, chairman, F. J. Ross, president of F. J. Ross Company, Inc., Chas. H. Eyles, president of the Richard A. Foley Advertising Agency, Geo. C. Sherman, president of Sherman & Lebair, Inc., and C. R. Sherlock, vice-president of the United Cigar Stores Company, have been devoting a good deal of their time and attention to the development of plans for increasing cigar consumption.

Unhampered by the recent hot spell, and with a sincere ambition to work out some practicable and beneficial plans, these committees have held not less than three meetings at the office of Mr. Best within the last three weeks, besides a number of informal conferences, having before them the benefit of advice from expert advertisers, draftsmen, slogan writers, and general promotion advertising specialists.

It is now reported that the initial step for the promotion of the cigar business has practically been agreed upon and an announcement to this effect is expected to be made by Chairman Best within the next week or two.

TOO LATE TO CLASSIFY.

FOR SALE—Small cigar factory, capacity 20,000 per week, class A, B, C. Reason for selling—other business. Cheap for quick action. Address Box 456, c/o "The Tobacco World."

To Whom It May Concern:

To the right you see the LIBERMAN POWER SCRAP BUNCH MACHINE which has for more than a year been working successfully in many high grade cigar factories.

You can LEASE or BUY it with Service Guaranteed.

It makes Perfect Bunches of any size and shape—out of any size scrap.

Its daily production is 4000 to 7000 Bunches—depending on the speed of the operator.

The latest improved model is Simple in Construction and does not require a mechanic to adjust and keep in order.

FULL PARTICULARS ON APPLICATION

LIBERMAN MANUFACTURING CO.
N. W. Cor. 20th St. and Allegheny Ave.
PHILADELPHIA, PA., U. S. A.

NEW TOBACCO TAXES IN SWEDEN

Consul General D. I. Murphy, Stockholm, May 15.

The Swedish Riksdag recently passed a law providing for certain changes in the special taxes imposed on tobacco products manufactured in or imported into Sweden, effective on July 1, 1923.

These taxes, which are levied in addition to the license fees, are as follows:

Article	*Former Tax Crowns Each*	*New Tax Crowns Each*
Goods manufactured in Sweden:		
Cigars	.....	0.008
Cigar-cigarettes	.....	.006
Cigarettes	0.004	.005
Imported goods:		
Cigars	.04	.03
Cigar-cigarettes	.025	.018
Cigarettes	.01	.007

The taxes on smoking and chewing tobacco and snuff remain unchanged. On imported tobacco this tax is 4 crowns per kilo.

The license fees on imported manufactured tobacco, payable to the Swedish Tobacco Monopoly, will continue as at present, *i. e.*, cigars and cigar-cigarettes, 33 per cent.; cigarettes and smoking tobacco, 48 per cent.; chewing tobacco, 38 per cent.; and snuff, 40 per cent. of the list price.

The fee for stamp on packages of these articles is 0.01 crown per package valued at not more than 2 crowns.

Kommersiella Meddelanden, Stockholm, June 1.

Import Duties on Tobacco Products Imported by Travelers

According to two Swedish Royal Decrees, dated May 4, 1923, and effective May 24, 1923, travelers arriving from abroad may import free of duty tobacco products for their own use in amounts not exceeding 50 grams and cigarette paper not exceeding 10 grams.

The import duty on tobacco brought in by travelers in amounts of more than 50 grams but not more than 500 grams is as follows:

Cigars, 0.20 crown each; cigar-cigarettes, 0.10 crown each; cigarettes, 0.06 crown each; and other manufactured tobacco, 12 crowns per kilo.

These duties are doubled for amounts of more than 500 grams. For customs purposes a cigar-cigarette is considered to weigh not more than 3.3 grams.

CUBAN TOBACCO CROP FOR 1921-22

The Cuban tobacco crop of 1921-22 amounted to 490,914 tercios (bales), distributed, according to sources, as follows:

	Tercios
Vuelta Abajo	148,593
Semi Vuelta	13,368
Partidos	60,072
Matanzas	94
Remedios or Villas (Santa Clara)	244,133
Camagney	2,968
Oriente	21,686
Total	490,914

HAVE you noticed that most of the praise of tobacco is negative? For instance, a physician will say that "tobacco used in moderation is not harmful, and that in fact it is rather beneficial."

This is commendation, to be sure, but it is mild, weak, insipid, with about as much strength and vigor as a cotton string in a high wind.

But along comes the most influential citizen of the country. No less a man than the President himself, who writes a commendation, which is positive to a degree, and which made me light up and quietly smoke a few minutes to better gather the thoughts to write this article.

The President wrote that some of the things he sees in the newspapers criticising his actions cause him to lay down the newspaper and turn to a fresh pipe of tobacco for consolation.

Here is positive testimony to the fact that tobacco is a comforter in trials, afflictions and adversities; and we have had the testimony of many statesmen that it so tranquilizes and soothes the brains that thoughts flow more freely and the judgment is more true and exact.

These are pointers well worthy of remembering and of repeating as frequently as possible and to as many people as possible. They make trade.

It can't be done!

What can't be done?

Why, conduct a store today the way it was done a few years ago; and expect to conduct a store five years from now the way it is done today. That's what.

For the world do move. And whoever don't move with it—even though he be a cigar dealer—will be left stranded on the flats where the financial tide of dollars and cents will never flow his way again.

The beauty of this moving is that it is very, very gradual, and if you will only move with it—gradual like, you know—why, the moving will be as easy as standing still.

Just now the moving is along the line of little things; the merest trifles, trifles so insignificant that you would have been foolish to bother with them five years ago. But today it is highly desirable that you adjust your mind to regard a little trifle as a big matter, and to give it the attention that a big matter deserves.

And what are these little trifles?

Why, such things as reading your journal carefully and heeding its pointers; taking keen interest in window dressing; buying with extra care; using art in selling; watching the taste of the public carefully, and such.

Yes, I'm a leetle daffy—daffy on the subject of having young men read stimulating stuff, to develop their ambition and stiffen their backbone.

But there are others. There is Spillane, the business writer. Here are a few words he wrote two years ago.

"If I were at the head of a large business I would make a list of the most promising young men in my place, go out to Wanamaker's, buy some copies of 'The Americanization of Edward Bok,' and give a copy to each of these young men as a Christmas present. And I would do it as a business investment. Not for many years has there come from the presses a book that can do more to stimulate young men and help them to success. One chapter of the book is entitled 'The Chances for Success,' which alone is worth the price of the book for an employer to get into the hands of his young men. For teaching business initiative and the grappling of business problems the book is a veritable mine for young men, and for the mature business man also, for that matter."

Is this business writer right?

He says it is a fact that the average man gets rich by going in debt. The great necessity, he states, is for a business man to keep up to the times. But the world moves so fast that he don't accumulate money rapidly enough to keep step with it.

Take a small retailer, for instance, in a small town, who owns his "shop." He don't make a vast sum over a living, and he therefore has no money to renovate his shop, put in a brave front, a big plate-glass show window with a come-hither look in its eye, a fine showcase and rich looking counters and furniture.

He therefore goes along, year after year, with his dusty, rusty, dead, sombre, dingy shop that repels trade, instead of attracting it.

Now, the above writer would suggest that he run in debt, either to the building loan, or his bank, and fix up his store in a way that is worthy of the times of today. And then let the debt worry him enough so he will hustle extra, make money and pay it off.

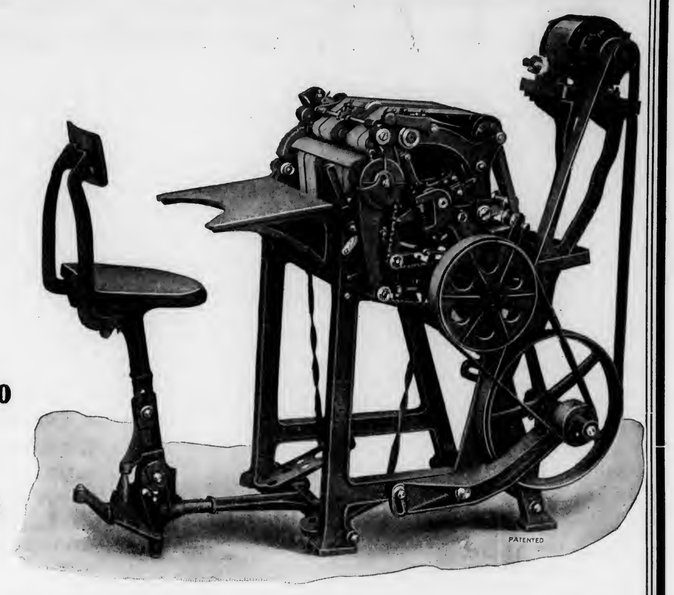
(*Continued on Page 25*)

Wrapper Stripping

and

THE 1922 PLANETARY GEAR DRIVEN TYPE

Universal Tobacco Stripping and Booking Machine



You will be truly surprised at the *superior wrapper stripping results* produced on this new Planetary Gear Driven Type Machine.

All of the wrapper stripping objections voiced against the old Belt Driven Type Model M have been overcome in this new machine.

We now offer a machine that:

1. Will strip wrappers with a clean razor edge cut.
2. No breaking or tearing in on the veins along the edge.
3. Pads will be booked fluffy and loose—no packing of the stock.
4. No wrapping of the stock around the brush or drive rolls.

WE REBUILD OLD MODEL M MACHINES into our new 1922 Planetary Gear Driven Double End Stop Lever type, on a two weeks' working schedule, at $250 each. We guarantee rebuilt Model M's as to workmanship and materials for a period of one year, just the same as we do new machines.

Have your old Belt Driven Style Model M's rebuilt into the NEW PLANETARY GEAR DRIVEN TYPE during June, and July so that they will be ready when your Fall rush starts.

All Universal 1922 Planetary Gear Driven Type Tobacco Stripping and Booking Machines are also equipped with a Double End Stop Lever.

The 1922 Planetary Gear Drive Attachment offers the following advantages:

1. Books fluffily the evenly stripped stock in right and left pads.
2. Does not "tear in" on the veins.
3. Stock does not pack or slip on the booking drum.
4. Overcomes the wrapping of stock around the brush.
5. Maintains uniform speed of machine and production.
6. Prevents entirely all "stalling and slipping" of the booking drum.
7. Eliminates the necessity of taping drum and drive rolls.
8. On small stock it is possible to book four pads (instead of two) on the booking drum.
9. Reduces to a minimum the cost of upkeep.
10. By eliminating all belt strain and tension greatly lengthens the life of the machine.

Today's Prices are:

The Model M Machine and Folding Chair $475.00

Individual Motor Drive Equipment, including ¼ H.P. Motor . 95.00

F. O. B. FACTORY, NEWARK, N. J., U. S. A.

Universal Tobacco Machine Company

116 West 32nd Street, New York, U. S. A. **Factory: Newark, N. J., U. S. A.**

This Is A Porto Rican Tobacco Year

No matter what the wrapper may be—Sumatra, Havana, or Connecticut shade-grown—unless the cigar has the right Tobacco in the filler it will not satisfy the discriminating smoker.

No longer is it necessary for a manufacturer to misbrand his product as "A Mild Havana" for the smoking public is gradually realizing that the idea, mild, fragrant cigar which it has learned to enjoy invariably contains Porto Rican Tobacco either exclusively or blended with other high grade Tobacco in the filler.

This year the crop of this Island is of almost uniform excellence while that grown on the uplands of the interior is said by experts to equal in quality the Tobacco grown in any part of the world.

Manufacturers who have studied the taste of the average American smoker are using Porto Rican Tobacco in their cigars and reaping the reward in their popularity—if you happen to be one of the few who don't, now is the time to start for

This Year It's Porto Rican Tobacco

If it hasn't the White Stamp it's not pure Porto Rican Tobacco.

For Information about Porto Rican Tobacco and the Guarantee Stamps, write the

Government of Porto Rico Tobacco Guarantee Agency

136 Water Street, New York — W. L. Dannahower, Agent — Telephone John 1379

Some Men Expect to Pay More

THAT'S because they haven't learned that a Cigar as good as Counsellor can be bought at ***2 for 15c.***

An army of smokers, who prefer Counsellor quality above price, know that every Counsellor is a mighty satisfying cigar.

Just notice the type of men who smoke Counsellors regularly. Then you'll understand why Counsellor has been

Made Famous by its Smokers

CRESSMAN'S COUNSELLOR CIGAR

ALLEN R. CRESSMAN'S SONS *Cigar Manufacturers* Philadelphia

WAITT & BOND

Blackstone

CIGAR

Havana

Filler

Absolutely!

RELIABLE FIRMS OF

YORK, PENNA.

Only the sweet songs bear repetition, doleful tunes become stale. Learn to look on the bright side of life. There are enough and to spare, of pessimists, so do not increase the number. YOU be an optimist.

H. G. BLASSER & CO.
PACKERS AND DEALERS
Leaf Tobacco
FANCY FLORIDA and GEORGIA WRAPPERS
Stripped and Booked Pennsylvania and Ohio Tobaccos
Samples and quotations cheerfully submitted

C. S. GABLE
CIGAR MANUFACTURER
Main Factory and Office, Queen and York Sts.
Branch Factories: Strinestown, Pa.; Jacobus, Pa.
Maker of "FORUM" Mild Havana Cigar, "DOUGLAS FAIRBANKS," "CERTIFIED CHECK" and "HAMILTON FISH"

Robert Schubert Co.
124 MAIDEN LANE, NEW YORK
SUMATRA and HAVANA
York Office, Queen and York Streets

C. H. Plitt Cigar Co.
MAKERS OF
"Casilda" Cigar," 10c and up
"20th Century," 8c "New Century," 8c
CIGARS OF QUALITY

York, Pa., July 13, 1923.

WE are pleased to report that our news items this week show considerable more encouragement, and from what we could gather from the manufacturers in our district, things are looking good for a continued brighter outlook for the cigar game.

While here and there one would say that he could take care of more orders, yet the majority of them will acknowledge that their business is good and we were told at several places that they had as much business as they can possibly take care of and could not take on any new accounts.

J. G. Bergdoll ("York Imperial" cigar) is busy and adding to his force of cigarmakers.

E. P. Gillespie ("Pre-War" cigar) says that his business shows nice increase.

Within the past week we have had inquiries for factory space for three new factories to be opened in York just as soon as suitable quarters can be obtained.

H. G. Blasser & Company, East Clark Avenue, report more inquiries for their lines of leaf tobacco.

J. A. Doll Cigar Company, R. D. Mt. Wolf, are going to put out a new brand shortly, soon as their label is finished, and feel sure that it will be a big seller in Class A goods. This firm has had a steady, growing trade and is putting out large quantities of five-cent cigars.

W. L. Toomey, leaf tobacco, 200 West Market Street, is spending the week at Atlantic City and Ocean City.

A. E. Wallick, cigar broker, 200 West Market Street, is expected home on the 16th, after a four weeks' trip over his southern territory.

A. F. Gallatin Cigar Company ("El Royal" cigar) report business good with them and showing steady increase on their brands of cigars.

A. F. Fix & Company, Dallastown. Mr. Rojahn of this firm says that they are very busy turning out their brands of cigars and could take care of a number of cigarmakers in addition to their present force. This firm contemplates opening a branch factory at York, if they can secure a suitable factory building.

(Continued on Page 22)

TADEMA HAVANA CIGARS
Argüelles, Lopez & Bro.
MAKERS
General Office and Factory, TAMPA, FLA.
Eastern Office 222 Pearl St. New York
Warehouse Havana Cuba

"HOOK UP" YOUR BRANDS
WITH NEW TRADE
BY PACKING YOUR CIGARS
IN WOODEN BOXES
WE MAKE GOOD BOXES—TRY US
Windsor Cigar Box Co.
WINDSOR PENNA.

THE chief consideration of the cigar smoker is quality and value. The remarkable demand for Bayuk Products proves it. The man that sells them knows.

BAYUK BROS. INC.
Originators of the
BAYUK INIMITABLE BLEND and
BAYUK INCOMPARABLE BRANDS
PHILADELPHIA
New York, 119 Lafayette Street Phone Franklin 3166

York County Items

(*Continued on Page 20*)

Warehouses such as would be suitable for cigar factories are far from plentiful in our town, and any building with the right kind of conveniences, well-lighted and bright, such as are needed to turn out the right product, is immediately taken up.

W. H. Snyder & Sons, Windsor, are still as busy as ever, their "Country Club' cigar being a very big seller.

Central Cigar Company, Windsor, reports trade keeping well up to standard.

When Red Lion finishes paving all of its streets at one and the same time, we expect to get our regular news items again from that place. We did not care to detour all over the place, so did not make our regular calls there.

JAY BEE.

HOW'S THIS?

Women who do not want their husbands to smoke are very short-sighted. All husbands must die some time, and in the meantime it keeps them out of mischief and happy to smoke. No man who is smoking a pipe can be hatching up deviltry at the same time. When the Indian wished to resume foreign relations he used the pipe as a symbol of peace. As long as he smoked, scalping had no charms for him.

According to Shakespeare, you remember, Caesar said: "Let me have men about me that are fat; sleek-headed men and such as sleep o' nights." It is a good guess that Cassius did not use tobacco in any form. And look what he did. He was the kind of person who goes about wrecking cities and nations because he must have some fun. The trouble with such people is that they have denied themselves innocent relaxation, and haven't enough vices to keep them from being a menace to society.—*Life.*

TOBACCO INDUSTRY MAY SOLVE ONE OF JUGOSLAVIA'S PROBLEMS

According to reports from reliable sources, and figures compiled by D. F. Andricevic, of the Adriatic Bank, Limited, the tobacco monopoly in Jugoslavia will probably play an important part in the refunding of the Jugoslavian debt to the United States. This debt amounts to approximately $60,000,000. The tobacco industry in Jugoslavia is of about the same importance as the steel industry in the United States and it is proposed to float a loan in Jugoslavia on the same plan as the recent Austrian loan, and the proceeds from the tobacco monopoly will be used to pay off the obligation. Figures compiled show that the returns from this monopoly are more than $10,000,000 annually and more than twice as much as all the interest obligations on all of the Government loans. The Government also has additional income from its other monopolies on cigarette paper, matches, salt, kerosene and the railroads, which yield an amount far more than the tobacco monopoly.

CIGARETTE GIVES HER AWAY

Nellie Numagh, of Toledo, who said she "rode the rods" from Toledo to Chicago, disguised as a man, was discovered to be of the female sex because she could not roll and smoke a cigarette in the proper fashion. The fact that her pockets bulged also with too many toilet requisites aroused suspicion.

A. F. T. L. PROSECUTES MISBRANDING

New York, July 11, 1923.

Alexander H. Kaminsky, former assistant District Attorney of New York County, and member of the firm of Reit & Kaminsky, 305 Broadway, New York, who was retained as special counsel for the American Fair Trade League in connection with the prosecution of cases against cigar manufacturers who misbrand their products, on the occasion of the termination of the successful prosecution of the first case of this nature in the State of New York, gave the following interview:

After several conferences with the officials of the American Fair Trade League, it was decided to call the attention of the manufacturers of cigars to the injustice and deception practiced upon the ultimate consumer by reason of this continued fraudulent method of advertising and mislabeling.

The difficulty presented was that this pernicious abuse has been going on for so many years, that in the eyes of many of the tobacco merchants it has assumed a quasi-legal aspect. However, to the great surprise of Mr. Kaminsky and Mr. Edmond A. Whittier, Secretary of the American Fair Trade League, the response from the large and small manufacturers was most gratifying and encouraging. They saw the injustice of the entire custom.

There were, however, some firms who, either through ignorance, neglect or misguided sense of security, refused to comply with the request of the American Fair Trade League that such practices be discontinued. Mr. Kaminsky then brought to the attention of the District Attorney of New York County the case of Jacob Koppel, manufacturer of "Flor de Cumbal" cigars, who branded them as clear Havana, and the Phoenix Cigar Corporation, manufacturers of the "Bona Prima" cigars, who branded them as mild Havana, which after analysis were found to contain very little Havana tobacco. Summonses were issued, and prior to the actual hearing before Magistrate Simpson in the Commercial Frauds Court, Jacob Koppel convinced Assistant District Attorney Salomon, Mr. Kaminsky, the attorney, and Mr. Whittier, secretary of the American Fair Trade League, that he did not intend to disregard the request of the League, and after writing a satisfactory letter that he would immediately correct his advertising matter and window signs so as to comply with our laws, the prosecution against him was withdrawn.

Finally, the case against the Phoenix Cigar Corporation came up before Magistrate Simpson, and after a vigorous defense was offered on behalf of the defendant, Judge Simpson held the corporation for the higher court—the Court of Special Sessions. This case came up for trial in that court on the 28th of June, and the defendant corporation thereupon withdrew its plea of "not guilty" and asked permission to substitute a plea of "guilty." Neither Mr. Kaminsky, the attorney, nor Mr. Whittier, secretary of the American Fair Trade League, nor Assistant District Attorney Salomon sought to be vindictive. The acknowledgment of the justice of the principles advocated by the members of the American Fair Trade League, as evidenced by the plea of "guilty," was sufficient to vindicate their position, and in view of the promises of the defendant corporation that they would immediately change their principles, destroy all misleading signs, labels and literature, recommendation was made that they be dealt with leniently, and a fine of $50 was imposed.

Instinct

Is the smoker's sixth sense. It makes him bee line for the box of Girards on a dealer's counter, passing by the El Suffocatos, Spitoomis and other unknown brands.

Make it easy for your patrons to buy Girards. Place them right out front on your counter. You'll be amazed how quickly they sell.

Antonio Roig & Langsdorf
Established 52 years PHILADELPHIA
GIRARD
America's foremost cigar

MERCHANTS CIGAR BOX CO.
DALLASTOWN, PA.
MANUFACTURERS OF
CIGAR BOXES & CASES
Dealers in Labels, Bands and Edgings
CAPACITY 15,000 DAILY
If It's Wood— We make them. Anything in Cedar, Veneer, Redwood and Imitation.
If It's Prices— We have them. Let us quote you on your need. Line up with a first class boxmaker for your 1923 requirements.
First Class Cigar Boxes Guaranteed

F. LOZANO, SON & CO.
HAVANA CIGARS
TRADE MARK
F. LOZANO
FLOR DE NARVEZ
VICLO
WALLS COURT
EL LESSERO
CALATRAVA
REG. U. S. PAT. OFF.
FACTORY & MAIN OFFICE, TAMPA, FLA.
NEW YORK OFFICE, 437 FIFTH AVE., N. Y.

5c "Keen Kutter" 5c

NONE BETTER FOR THE MONEY

¶ Guaranteed to be wrapped with Imported Sumatra and filled with Havana. The best *Nickel* cigar on the market for the money.

Write for open territory to

H. F. MARTIN

YORK :: :: PENNSYLVANIA

The Far-Visioned Cigar Manufacturer

Protects Present and Future Sales

By Packing His Brands In Wooden Boxes

H. E. BAIR & CO.

HANOVER PENNA.

"Quality Cigar Box Manufacturers For More than Fifty Years"

A DOG-ON GOOD 5¢ CIGAR

You cannot go wrong in handling all or any one of these brands as they are the leading 5 cent cigars.

We are the manufacturers who made it possible for you to buy exceptionally good 5 cent cigars.

East Prospect Cigar Co.

Manufacturers of "Cigars That Sell"

East Prospect : Pennsylvania

SOME TERRITORY OPEN FOR LIVE JOBBERS

EPCO and EPCO HAVANA FIVES
Genuine Sumatra Wrapped

LARGE TOBACCO CROP FORECAST FOR 1923

The estimate of the tobacco crop for this year is 1,425,000,000 pounds, which, if realized, will be the fourth largest crop ever produced.

TOBACCO BEING GROWN IN OREGON

According to reliable authority tobacco is being grown in the Willamette Valley, western Oregon, and the venture is proving entirely successful. Tobacco has been grown by E. A. Becker from Cuban seed and Connecticut broadleaf, and other farmers are preparing to go into the new venture.

DANISH TOBACCO PRODUCTION DISCONTINUED

The production of tobacco in Denmark, an activity which was profitable only during the war period, has been discontinued. It is reported that the considerable stocks of tobacco which, owing to the lack of demand, have remained unsold for several years, have now been disposed of to Germany, the Netherlands, and Finland at an average price of 19 to 20 ore per kilo, which, at the current rate of exchange, is about 11½ cents per pound. (Assistant Trade Commissioner H. Sorensen, Copenhagen.)

RUSSIA SHIPPING OLD TOBACCO STOCKS

There have been several arrivals at Constantinople of tobacco shipments from Russian Black Sea ports since the beginning of this year, the most recent one being a lot of about 660,000 pounds from Sukhum. These shipments are all from old stocks which have been stored for several years and are not an indication that normal production has been resumed. Some of this tobacco is of the crop of 1918, and a good deal of it is of poor quality. The particular lot mentioned above is being shipped to Trieste for grading and storage pending disposal. This tobacco was estimated by competent authority as being worth 70 piasters per kilo, or about 20 cents per pound. (Clerk to Trade Commissioner William A. Yoder, Constantinople.)

C. J. DuBRUL ENTERTAINS

Mr. C. J. DuBrul, president of the Miller, DuBrul & Peters Manufacturing Company, and Mrs. DuBrul have had as their guests for the past fortnight Sr. Benito Santalla, of the firm of Villaamil, Santalla y Cie, cigar and cigarette manufacturers in Havana, and Sra. Santalla. They left Cuba June 16th and after a few days in New Orleans, went on to Cincinnati where Signor Santalla wished to spend some time at the factory of the Miller, DuBrul & Peters Manufacturing Company.

The cigarette factory of Villaamil, Santalla y Cie use the DuBrul cigarette machine exclusively in the production of their cigarettes, of which the "Billiken" and "La Moda" brands are probably most popular in the United States. They also enjoy an extensive sale in Spain as well as on the island of Cuba. That these cigarettes are popular with the trade is attested to by the fact that during the past year the orders so far exceeded the available raw material supply that they were unable to take care of their customers' demands.

Signor Santalla, in addition to his tobacco interests, is a member of the executive committee of the "Union of Cigar Manufacturers of the Island of Cuba" and a director of the banking house of Prenabad, Areces y Cia.

Business Building

(*Continued from Page 18*)

A fine store will attract trade. It will do more. it will make the owner "live up to it." He will become a better business man. He will buy more carefully, watch his stock more carefully, dress the show window attractively, concentrate on quick turnovers, and his business will increase beyond his most visionary dreams.

I wish you would try an experiment.

This experiment would be founded on the modern idea of business, *viz.*, that a small profit and additional sales is more profitable to a business than a large profit and fewer sales.

Now there is a deep, strong, unsatisfied yearning and hunger in men for a good—a real good—five-cent cigar.

Why not give every manufacturer the once-over in your search for a really good ten-cent cigar, which will please the largest number of smokers, and which you can purchase so you can sell it with a small margin of profit for five cents. Don't get some established ten center and cut the price, for price-cutting isn't wise.

Then specialize on this splendid cigar, which you are selling at practically cost price, tell 'em, and which is really a fine ten-cent article.

Push this cigar with bubbling enthusiasm. Get up two hundred pounds of advertising pressure and press down the high. Tell 'em it is exquisite, surpassing, incomparable, pre-eminent, matchless, peerless; that it will transport smokers to the land of A Thousand Delights, and turn life into a gladsome picnic every moment.

You will be doing a vast amount of good, for much of the unrest will disappear when people find a really good five-cent cigar. You will be building wonderful prestige for your business, and the profits of the other goods you sell will ten times repay you for large profits you lose on your popular article.

DEMAND REVIVING FOR LEAF TOBACCO

As the buyers examine the new crop of tobacco they are becoming more convinced that it is of a good quality and are more willing to pay the prices asked. Samples of the Porto Rico crop are here and large manufacturers are making purchases for delivery in four to six weeks. Some increase in cigar sales is being noted, mostly on standard brands, although the small manufacturer is benefiting to some extent. The increase is being laid to vacation time. Much of the surplus stock purchased by some of the retailers in the early part of the year in anticipation of record business has been disposed of and things are approaching more nearly normal rapidly.

Reports indicate that Pipe Week was not the success that was hoped for in the way of stimulating business although some improvement was noted.

A. KAUFFMAN & BRO. INC.

ESTABLISHED YORK, PA. 1893

MANUFACTURERS OF

CIGAR BOXES AND CIGAR BOX LUMBER

WE SPECIALIZE ON

GOLD LEAF WORK

"BEST OF THE BEST"

OPTIMO CIGARS — VERY MILD — VERY MILD

Manufactured by **A. SANTAELLA & CO.**

Office, 1181 Broadway, New York City

FACTORIES: Tampa and Key West, Florida

You give Your Customer the Best Value in

UNION LEADER

REDI CUT

TOBACCO

The 10¢ Tin

Why Pay More?

BIGGEST AND BEST TOBACCO VALUE

MADE BY P. Lorillard Co.

Established 1760

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

FLOR DE LAHN:—43,331. For cigars. June 25, 1923. Manuel Vasquez, Inc., New York, N. Y.

CAMEIA:—43,332. For cigars. June 12, 1923. G. A. Kohler & Co., Yoe, Pa. The trade-mark or trade-name, though apparently not heretofore registered in any of our Affiliated Bureaus, has been in use by Henry Heymann's Sons, Florin, Pa., for about twelve years, from whom title has been acquired by the registrant by a transfer.

KISSIWANI:—43,333. For all tobacco products. June 22, 1923. Geo. Schlegel, Inc., New York, N. Y.

MAZAMET:—43,334. For all tobacco products. June 22, 1923. Geo. Schlegel, Inc., New York, N. Y.

SHANDY:—43,335. For smoking pipes. June 25, 1923. The Louis Klein Cigar Company, Cleveland, Ohio.

GO-GETTER:—43,336. For all tobacco products. June 26, 1923. The American Litho. Co., New York, N. Y.

WILSUTE:—43,337. For all tobacco products. June 27, 1923. Petre, Schmidt & Bergman, New York, N. Y.

BOSNIAK:—43,338. For all tobacco products. June 26, 1923. A. Manheim, New York, N. Y.

ZEV:—43,339. For cigars. May 26, 1923. C. B. Henschel Mfg. Co., Milwaukee, Wis.

HOME MARKET:—43,340. For all tobacco products. May 28, 1923. The Moehle Litho. Co., Brooklyn, N. Y.

HOME MARKET CLUB:—43,341. For all tobacco products. May 28, 1923. The Moehle Litho. Co., Brooklyn, N. Y.

WESTMINSTER:—43,342. For pipes. June 28, 1923. Goldin & Miller, New York, N. Y.

MIREX DE LUXE:—43,317. For all tobacco products. June 19, 1923. The Central Illinois Cigar Co., Peoria, Ill.

EGRET:—43,343. For cigars. September 16, 1922. G. A. Strobeck, Red Lion, Pa.

FLINT CLUB:—43,344. For cigars. May 3, 1923. C. Rippe Co., Flint, Mich.

A-Z-ONE:—43,345. For cigars, cigarettes and tobacco. June 30, 1923. F. M. Howell & Co., Elmira, N. Y.

PLANEVIEW:—43,348. For cigars. July 3, 1923. P. A. Gerke & Co., Winter Haven, Fla.

TWICE-AS-NICE:—43,347. For cigars. July 3, 1923. Monsalvatge & Drane, Key West, Fla.

LEBANON CEDAR:—43,353. For all tobacco products. July 5, 1923. The Moehle Litho. Co., Brooklyn, N. Y.

CEDAR OF LEBANON:—43,354. For all tobacco products. July 5, 1923. The Moehle Litho. Co., Brooklyn, N. Y.

DUNSBORO:—43,355. For pipes and smokers' articles. July 5, 1923. Goldin & Miller, New York, N. Y.

WILSHIRE:—43,358. For smoking pipes. July 3, 1923. John Hirsch, Los Angeles, Calif.

JOHN'S EXTRA:—43,359. For smoking pipes. July 3, 1923. John Hirsch, Los Angeles, Calif.

ROSEMORE:—43,360. For smoking pipes. July 3, 1923. John Hirsch, Los Angeles, Calif.

FAIRMONT:—43,361. For smoking pipes. July 3, 1923. John Hirsch, Los Angeles, Calif.

AVALON:—43,362. For smoking pipes. July 3, 1923. John Hirsch, Los Angeles, Calif.

TRANSFERS

MI LEONA:—28,600 (U. S. Tobacco Journal). For cigars. Registered March 28, 1904, by M. Ulmer, New York City. Transferred by Lincoln & Ulmer to Jacob Rich, New York City, and retransferred to Kaufman Bros., New York, N. Y.

BEVERLY LONDON MADE:—43,274 (Tobacco Merchants Association). For pipes, cigar and cigarette tubes and smokers' articles. Registered May 29, 1923, by Adolph Frankau & Co., Inc., New York, N. Y. Transferred to National Products Co., Minneapolis, Minn., on July 2, 1923.

FAIR-WAY:—40,716 (Tobacco Merchants Association). For all tobacco products. Registered July 1, 1918, by The Progress Cigar Co., Cincinnati, Ohio. Acquired by the Mazer Cigar Mfg. Co., Detroit, Mich.

BETSY ROSS:—18,555 (Tobacco Leaf). For cigars. Registered February 27, 1900, by A. S. Valentine & Son, Womelsdorf, Pa. Transferred by Consolidated Cigar Corporation, New York City, successors to Valentine & Son, to Samuel D. Ostrow, Erie, Pa., and retransferred to A. A. Brugger, Erie, Pa., on July 3, 1923.

GEN. GREENE:—12,207 (Trade-Mark Record). For cigars. Registered November 4, 1892, by Schumacher & Ettlinger, New York City, through mesne transfers acquired by Samuel D. Ostrow, Erie, Pa., and re-transferred to A. A. Brugger, Erie, Pa., on July 3, 1923.

CORRECTED PUBLICATION

ROSE GRANDE:—18,470 (Tobacco World). For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Registered August 26, 1909, by American Litho. Co., New York City. Transferred to Cole Litho. & Printing Co., Chicago, Ill., on May 18, 1923, and re-transferred to C. Montalbano, Brooklyn, N. Y., on June 20, 1923.

FEDERAL TRADE COMMISSION INSTITUTES PROCEEDINGS AGAINST MISBRANDING OF CIGARS

In a complaint recently issued by the Federal Trade Commission against a certain cigar manufacturing concern, the manufacturer is charged with employing unfair methods of competition in violation of Section 5 of the Federal Trade Act in selling cigars under the brand name of "Tampa," either alone or in conjunction with other words, which gives the impression that such cigars were manufactured in Tampa, Fla., whereas in truth and in fact, these cigars were not made in Tampa, Fla.

In another complaint issued by the Commission it is charged that the use of the word "Vantampa" on cigars not made in Tampa, Fla., was similarly misleading and constitutes an unfair method of competition.

The word "Tampa" is but one of a number of terms, which though literally seem to denote quality or place of origin, have by reason of long usage attained a meaning different from their literal meaning, and because of such secondary meaning these terms are sometimes used by some members of the trade, perhaps with indifference, but undoubtedly without any intention or desire to mislead the consumer. We consider it, therefore, proper to call attention of the trade not only to these particular cases, but to the general activities of the Federal Trade Commission, looking to the elimination of all labelling or branding of merchandise which may convey inaccurate or misleading statements, and particularly to the decision of the United States Supreme Court in the Winstead Hosiery Case.

In that case the Federal Trade Commission issued an order directing the Hosiery Company to

> "Cease and desist from employing or using as labels or brands on underwear or other knit goods not composed wholly of wool, or on the wrappers, boxes or other containers in which they are delivered to customers, the words 'merino,' 'wool' or 'worsted' alone or in combination with any other word or words, unless accompanied by a word or words designating the substance, fibre or material other than wool of which the garments are composed in part (*e. g.*, 'merino, wool and cotton'; 'wool and cotton'; 'worsted, wool and cotton'; 'wool, cotton and silk'), or by a word or words otherwise clearly indicating that such underwear or other goods is not made wholly of wool (*e. g.*, part wool)."

CIGAR BOXES

Dependable service—Quality packages—to meet any requirement in the Wooden Containers for Cigars

The WOODEN package is the retainer of AROMA from Factory to Consumer

The Buckley Cigar Box Co., 24 Vine St., DESHLER, OHIO.

The Buckley Box Co., 1106 West Town St., COLUMBUS, OHIO.

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
WESTERN REPRESENTATIVE:
PAUL PIERSON
139 North Clark Street, Chicago, Ill.
Cigar Labels, Bands and Trimmings of Highest Quality

OSCAR PASBACH, PRES. J. A. VOICE, SECY. & GEN'L. MANAGER
PASBACH - VOICE
LITHOGRAPHING CO. INC.
ART LITHOGRAPHERS
GRAND STREET AND MORGAN AVENUE
BROOKLYN, N. Y.
CIGAR LABELS - CIGAR BANDS

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
2309 Russell Street Detroit, Mich.
Corner of Gratiot Street
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

SINCE 1870
CIGAR BANDS CIGAR LABELS
SPECIAL PROCESS
WM. STEINER SONS & CO.
257-265 W. 17th St. - New York City
Sole Distributors for New Model Cigar Banding Machine for Ungummed Bands

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

The Celebrated Dill's Best
Long Cool Smoke
Dealers CAN NOW GET DILL'S BEST SMOKING TOBACCO THROUGH ANY REGULAR JOBBER
J. G. DILL CO.
RICHMOND, VA.
Manufacturers of HIGH GRADE SMOKING TOBACCO.

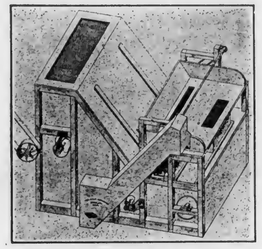
MOZART
CIGAR
Mild as a May Morning
~ and as fragrant
10c
2 for 25c
15c
2 for 15c
44
That Good Cigar
All Hands Agree
44 is the best of smokemates. Light up that good cigar
It's a cigar, sir
~ a real one
Light a Harvester
10c
2 for 25c
15c
Adlon
Going Away or Coming Home?
—don't forget your Adlons!
Their fragrant mildness will add pleasure to your trip
—a new enjoyment for your smoking
DUTCH MASTERS
CIGAR
Imported tobaccos make it
"so sweet, so mild"
In Outdoor Months
—the man who runs or rides will also read of smoking pleasure.
"Consolidated" posters will tell the story of Consolidated brands in picture and print.
Look for them wherever you go. They too are helping to make
Better Cigars—Better Known
Light a Harvester
It's a cigar, sir
~ a real one
CONSOLIDATED
CIGAR CORPORATION
Hechscher Bldg 5th Ave. at 57th St.
NEW YORK

AUGUST 1, 1923

VOLUME 43 NO. 15

THE TOBACCO WORLD

JOHN H. BAKER
SCRAP CUTTER
AND
SEPARATOR



A Scrap Cutter and Separator that really does separate

Write for descriptive matter and new price

Cigar Manufacturers Making Short Filler

CIGARS

Will do well to try our

Blended Scrap Havana Aroma

On the market since 1902

Twenty years giving satisfaction right along

HAS A FINE AROMA

CAN'T TELL IT FROM THE REAL HAVANA

Write for sample and price

Baker Tobacco and Cigar Machinery Company

YORK, PENNA.

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST. PHILA., PA.

1923
U.S. Department of Agriculture

WOODEN BOXES are better

For this reason

Better for display. Compact, varied and eye-catching window and counter displays are most easily gotten with Wooden Cigar Boxes. With little effort you can show all kinds of effects and combinations. Wooden Boxes do not have to be juggled, they need only be arranged.

and for these 5 other reasons:

1. CONVENIENCE: Practically all cigar windows and show cases are designed particularly for the display of Wooden Cigar Boxes. They permit the use of all the space, and show to better advantage.
2. BETTER PRINTING: There is no comparison between Wooden Cigar Boxes and inferior substitutes when it comes to beauty of printing and lithography. You can do almost anything with wood, while the possibilities with other packages are limited.
3. PERFECT AGING: Cigars age normally in wood, retaining their natural aroma from factory to smoker.
4. SATISFACTORY SELECTION: A smoker likes to see the whole length of a cigar in the box. He wants to compare the size, shape, color and finish of the various brands you show him.
5. NATURALNESS: Cigars are a vegetable product, and belong in Wooden Cigar Boxes. The wood adds a mellowness and richness to the cigar, improving its quality.

Ask the Manufacturer of Quality Cigars why he uses Wooden Boxes. He has learned there is no substitute.

THE BEST CIGARS ARE PACKED IN WOODEN BOXES

"BEST OF THE BEST"

OPTIMO CIGARS — VERY MILD — VERY MILD

Manufactured by **A. SANTAELLA & CO.**
Office, 1181 Broadway, [New York City
FACTORIES: Tampa and Key West, Florida

"For Gentlemen of Good Taste"

SAN FELICE
2 for 15c

TWO GOOD CIGARS

EL VERSO
10c—2 for 25c—15c

THE DEISEL-WEMMER CO.
MANUFACTURERS - - LIMA, OHIO

LA PALINA
IT'S JAVA WRAPPED
CIGAR

Ask your jobber for the new and beautiful La Palina window display material. Nothing like it has ever been offered to cigar dealers.

More than one hundred and fifty million sold yearly.

CONGRESS CIGAR COMPANY
Philadelphia

TRADE "JARSO" MARK

TRADE "JARSO" MARK — TRADE "JARSO" MARK

Our business is making cigar boxes for the cigars you manufacture and we solicit your orders.

MONROE JARRETT SONS
MANUFACTURERS OF
CIGAR BOXES
S. W. Cor. Randolph and Jefferson Sts. - Philadelphia, Pa.

TRADE "JARSO" MARK

To Whom It May Concern:

To the right you see the LIBERMAN POWER SCRAP BUNCH MACHINE which has for more than a year been working successfully in many high grade cigar factories.

You can LEASE or BUY it with Service Guaranteed.

It makes Perfect Bunches of any size and shape—out of any size scrap.

Its daily production is 4000 to 7000 Bunches—depending on the speed of the operator.

The latest improved model is Simple in Construction and does not require a mechanic to adjust and keep in order.

FULL PARTICULARS ON APPLICATION

LIBERMAN MANUFACTURING CO.
N. W. Cor. 20th St. and Allegheny Ave.
PHILADELPHIA, PA., U. S. A.

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Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

FOR SALE

FOR SALE—ONE COMPLETE SET NEWTON-STOAKES LETTERING PENS, with inks and complete instructions for making nifty show cards and price tickets. Absolutely new. Address Box 451, care of "The Tobacco World."

BUSINESS OPPORTUNITY

FOR SALE—CIGAR FACTORY, CAPACITY TWENTY THOUSAND WEEKLY, Class A, B and C cigars. Cheap to quick buyer. Reason for selling—other business. Address O. J., care of "The Tobacco World."

WANTED

OLD-ESTABLISHED, SMALL MANUFACTURING BUSINESS abroad, capable of great development, requires an executive to take full charge. Experience all phases of manufacturing, marketing cigars, cigarettes and smoking tobacco desired. Apply, giving record and salary required, to M. K., care of Vredenburgh-Kennedy Co., 171 Madison Ave., New York.

SITUATION WANTED

A CAPABLE CIGAR FACTORY EXECUTIVE AGGRESSIVE with initiative and executive ability to handle large factory or factories, capable of starting chain of factories; will be open for position shortly. Address Box Z, care of "The Tobacco World."

The Tobacco World

Established 1881

VOLUME 43 AUGUST 1, 1923 No. 15

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

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PRICE: United States, Canada, Cuba and Philippine Islands, $2.00 a year. Foreign, $3.50.

Harry Blum's
NATURAL BLOOM
QUALITY CIGARS

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

His "Calling Card"

between these dates

Be ready every time he calls. He's giving away two-dollar bills—real, crisp $2 bills—between July 10 and August 10. Right along he has been giving away one-dollar bills. He increases it to two dollars July 10 in honor of the big nation-wide drive to introduce Blue Boar cigarettes.

Now, get your share of this free money—here's the way. $150,000.00 is to be left with the retailers of Blue Boars who display the beautiful Blue Boar carton. That's all—simply display the carton prominently on your counter top. The Division Managers of the American Tobacco Company are constantly calling on the retailers. Wherever they find a Blue Boar carton displayed as suggested, they will at once present the dealer or salesman with a crisp $2 bill—commencing July 10, ending August 10.

Now keep your eye on the door. The Blue Boar man may call any moment. He will look for the Blue Boar carton first thing. Don't make him hunt for it—make it easy for him—and get that $2 bill and the Blue Boar EXTRA PROFIT.

© Guaranteed by
The American Tobacco Co.
INCORPORATED

The Finest Cigarette—
Packed In The Finest
Counter Display Carton

American Tobacco Co.
1 page—Trade Papers
P. O. 530

Copy No. N. Y. 27

YANKEE BUNCH MACHINE

SAVES 30% TO 40% ON BINDERS.
MAKES BUNCHES EQUAL TO HAND MADE.
PRODUCES MORE CIGARS AT LESS COST.
WORKS EITHER LONG OR SHORT FILLER.
INEXPERIENCED GIRLS QUICKLY TAUGHT.

Made in five sizes —4", 4½", 5", 5½", and 6" wide

Millions of nationally known brands are now being made in factories equipped with this machine.

The original cost is so small you cannot afford to buy any other machine.

American Box Supply Co.
2309 Russell St. DETROIT, MICH.

A Definite Aid to Increased Cigar Sales
IS THE
WOODEN CIGAR BOX
We offer a Quality Product Combined with Service
YORK CIGAR BOX COMPANY
COR. HOWARD & MASON AVENUES
YORK, PA.

La Flor de Sanchez Y Haya
THE OLD RELIABLE BRAND OF
CLEAR HAVANA CIGARS
Ignacio Haya
THE ARISTOCRAT OF
THE HAVANA FAMILY
MANUFACTURED BY
SANCHEZ & HAYA CO.
FACTORY No. 1 TAMPA, FLORIDA

LA MEGA
Clear Havana Cigar
MADE-IN-BOND

LA MEGA is made only in the finer grades.
More than 50 shapes and sizes to select from.
Prices and terms cheerfully furnished upon application.
V. GUERRA, DIAZ & CO.
TAMPA, FLA.

EXPERIENCE has taught thousands of cigar smokers that Bayuk Products are to be found in cigar cases where quality predominates.

BAYUK BROS. INC.
Originators of the
BAYUK INIMITABLE BLEND and
BAYUK INCOMPARABLE BRANDS
PHILADELPHIA
New York, 119 Lafayette Street Phone Franklin 3166

Volume 43

THE TOBACCO WORLD

Established 1881

Number 15

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, AUGUST 1, 1923 Foreign $3.50

EDITORIAL COMMENT

WE understand that during the month of July the cigar manufacturers of the First District of Pennsylvania have been receiving their notices of tobacco shortages for the year 1921.

Time was when these notices were received by April or May of the following year. Now a period of almost nineteen months has elapsed.

Reflecting what has been going on in the industry as regards cigar sizes is the information that 40 per cent. of the factories in this district are charged with shortages for that period. Of course, practically all of them are explainable, but convincing proof cannot be so readily offered after so long a lapse of time.

Many manufacturers who were in business in 1921 are not in business today. Others have changed their brands and sizes since that time. A few are dead. The Government runs no risk, as they are protected by the bond covering that period.

However, it does seem strange that with the heavy taxes imposed specifically upon the tobacco industry, to say nothing of the general taxes to which it is subjected, a large enough organization cannot be maintained in the Tobacco Department of the Internal Revenue Bureau in Washington to give this industry a little *service*.

We wonder just where the fault lies.

WE may, or may not, believe in "luck," but we frankly admit that we believe in a combination of brains and work. This statement is ventured because we hear frequently in the trade so many explanations of the various acts of Providence that have made a competitor successful.

Our observation of the successful cigar manufacturers of recent years leads us to believe that their growth has been due principally to things within the power of every cigar manufacturer.

Primarily, they have produced a cigar that gave value and satisfaction. They have consistently and persistently advertised their cigars to the trade and consumer. If they have not been salesmen, they have had the brains to realize it, and have gone out and bought a man who could sell goods.

With all the complaint of the past two years, there are certain manufacturers with whom we have talked who have never spoken in any but an optimistic spirit, even when we knew that business with them was not any too good. There are others who in dull times and good times are always complaining, and the sun never seems to shine for them.

We note that the men who are always cheerful are usually the leaders in the long run; their brands have a good, steady demand, they advertise in good times and bad, and their salesmen are always knocking at the trade's door.

The reason they are successful, at least as we see it, is because they are *fighters*, and the reason the others are not in the same class is because they are *quitters*.

Bill Shakespeare wrote the lines that always impressed us as explaining what was the matter when we were trailing behind, and we have never wasted time in hunting for any other explanation. We pasted it in our hat long ago, and if any of our readers are anxious to know why they are not leading the procession, we pass the quotation along with the hope that it will cause them to stop a moment and figure it out. It runs as follows:

"The fault . . . is not in our stars, but in ourselves, that we are underlings."

THE upward price trend of some of the popular cigar brands indicates what the trade must expect in the not-distant future. If it becomes necessary for manufacturers producing tens of millions of cigars to increase their prices, it is folly to think that smaller manufacturers can escape this unhappy but inevitable step.

The manufacturers with a large volume of business are unquestionably good merchants. They would

(*Continued on Page 9*)

PHILADELPHIA.

BEN R. LICHTY RETURNS

Ben R. Lichty, of Otto Eisenlohr & Brothers, Inc., manufacturers of "Cinco" and "Henrietta" cigars, has returned to his desk after an extended trip through the western territory.

BAYUK BROS, INC., NOW BAYUK CIGARS

At a special meeting of the stockholders of Bayuk Bros., Inc., held in Baltimore July 12th, the name of the company was changed to Bayuk Cigars, Inc., and other matters of importance were disposed of. This concern, manufacturers of the well known Bayuk brands, is always busy and never kicks about dull times.

On Monday, July 30, Ed. Liggett became the proud father of a bouncing baby boy, weighing eight and one-half pounds. Last reports were that both Mrs. Liggett and the new baby were getting along nicely.

BANDIT CARRIES AWAY CASH REGISTER

About 1.30 A. M. last Wednesday morning, police were notified that four men had stolen the cash register from the store of Lewis Rottenberg, at 161 McKean Street, and a little later the four men were sighted and the police fired in the air and three of them fled and escaped, while the fourth man clung tightly to the cash register and was soon caught. A policeman touched the No-Sale key and disclosed a trifle over $12 in the drawer. The bandit was very much crestfallen and vowed someone had given them a "bum tip."

CONGRESS GETTING SETTLED IN NEW FACTORY

Although practically all of the manufacturing departments of the Congress factory have been moved from their building on Second Street to their magnificent new building at Third and Spruce Streets, the moving of the several departments of the main offices has been postponed as the magnificent offices in the new building have not been finished. These offices will be very elaborate and the work of finishing these must of course go forward more slowly and carefully. During the absence of the New York representative of "La Palina," who is taking a much needed vacation, and rest, Willis Andruss, of the Philadelphia office, will look after the duties of the New York representative.

BAYUK BROTHERS' EARNINGS

According to statement of Bayuk Bros.' earnings, filed with the New York Stock Exchange, earnings for the six months ending June, 1923, before deducting amounts for Federal taxes, but after expenses and depreciation had been figured, amounted to $592,113.

John B. Thatcher, President of The American Box Supply Co., is a visitor in Philadelphia, calling on the trade in this city and surrounding territory in company with J. Reynolds Brady, their Eastern Representative. Since reaching Philadelphia, Mr. Thatcher has had to buy an extra grip to hold the large amount of new orders.

PHILADELPHIA PRODUCES SOMETHING IN A YEAR

According to the Bureau of Statistics, Philadelphia produced 12.6 per cent. more products in the year 1922 than 1921. Among other things there were produced:

133,432 tons of fertilizers.
77,735,300 gallons of kerosene oil.
163,472,000 building bricks.
74,194,033 pounds of confectionery.
12,019,891 gallons of ice cream.
53,770,000 ice cream cones.
1,559,000 tons of manufactured ice.
2,055,089,270 pounds of sugar.
2,292,876 gallons of vinegar.
3,849,804 pairs of shoes.
2,727,044 cigar boxes.
180,000 pairs of gloves other than leather.
10,326,931 dozen pairs of hosiery.
30,347 dozen overalls.
684,102 dozen shirts.
148,833 dozen pairs of suspenders.
43,491 tons of iron and steel bars.
2024 tons of lead and lead sheets.
352 tons of ferro alloys.
451,459 pounds of zinc.
312,898,400 cigars.
3,079,476,220 cigarettes.
48,013 dozen brooms.
34,735,640 dozen buttons.
205,032 tons of by-product coke.
42,220,521 false teeth.

The value of the tobacco and products was $41,807,200, a decrease over the previous year of 9.1 per cent.

H. L. Bush, Sales Representative of the Liberman Mfg. Co., manufacturers of the well known Liberman Scrap Bunch Machine, and Suction Tables, has been sojourning in his home town for some time and is also enjoying a vacation in the mountains and also at the seashore while here. Mr. Bush spends most of his time in the South in the interests of the Liberman Company, and reports business at present and the future outlook very satisfactory.

BUSINESS ACTIVE IN PHILADELPHIA

Fair activity continues in the tobacco market and consumers are buying substantial lots of the new crop which is beginning to reach this country. The vacation period is considered responsible for the brisk business being done at the present time by cigar and cigarette manufacturers.

While manufacturers are buying wrapper tobacco for immediate needs only, good sales were made during the past week in Sumatra and Java tobacco. Although the new Porto Rican crop is a large one, no very large lots are available for buyers at the present time, but in spite of the high prices, considerable interest is being shown in this crop. According to reports from Porto Rico the crop is moving quite rapidly and it is expected the entire crop will be cleaned up in a short time.

Reports from Havana indicate that buying in Remedios is very cautious and buyers seem to be of the opinion that the crop is poor in quality and the prices are unreasonably high.

The crop of shadegrown, both in Florida and Connecticut, is said to be a very fine one and only favorable weather is needed now to make this crop the best in years in quality.

Cutting still continues in the retail game, and the demand for ten-cent cigars is holding up well.

Large office buildings, factories, etc., are using an increasing amount of disinfectants and raw materials are becoming scarce. In some instances the manufacture of certain disinfectants has been withheld on that account.

Plans for a new Ford plant to be located on the Schuylkill River at Sixty-third Street were talked over last week by four construction engineers who arrived here to inspect the ground. The proposed tract covers seventy acres and the building inspector had been assigned to accompany the engineers to the ground, where test borings will be made this week.

EDITORIAL COMMENT

(*Continued from Page 7*)

not have an established volume of business if they were not. Their costs are shaved to the closest point consistent with a fair earning power on their invested capital, and a value-giving product. Their fingers are on their costs every day. They know when costs are rising that it is imperative to increase their selling price to continue to do business at a profit.

The small manufacturer who does not keep in close touch with his costs may lose money for a period before he knows it or feels it, but with a large corporation a small loss per thousand cigars assumes a gigantic total almost overnight.

Much as it is to be regretted, higher cigar prices are knocking at the door, and every wise cigar manufacturer will lose no time in studying his production and selling costs accurately and governing himself accordingly.

TOBACCO STOCKS LARGER THAN 1922

Washington, July 31.

Stock of leaf tobacco on hand held by manufacturers and dealers on July 1 was 81,000,000 pounds larger than a year ago, but 150,000,000 pounds less than on April 1 this year, the Census Bureau announced today. Total stock was 1,697,844,445 pounds, of which 1,196,445,884 pounds was chewing, smoking, snuff and export types; 425,000,271 pounds was cigar types and 16,398,290 was imported types.

"HENRY FORD CIGARS" DO SELL

York, Pa., July 30.

With a "Henry Ford" cigar the salesman of a local factory toured the South, and returned with so many orders that the factory has not only been on full time, but all restrictions as to the daily output have been removed.

The spotty condition of the cigar trade, however, is shown by a report from Wrightsville, where wages of cigar rollers have been reduced 10 cents.

TOO LATE TO CLASSIFY

WANTED—A POSITION AS SUPERINTENDENT. Twenty-seven years of experience as a manufacturer of cigars: hand, mold or suction. A man that knows how to get results. Address Superintendent, care of "Tobacco World."

NOTICE TO THE TOBACCO WORLD

ELIMINATE THE TOBACCO BUG AND IT'S LARVAE

Treat Your Tobacco and Remove all Infestation

Keeping the manufactured product free from future infestation under any heat or climatic conditions indefinitely.

USE SHUEY'S SATISFACTION Tobacco Heresin TO DEALER Contained Treated by Process of Sterilization BENEFICIAL TO CONSUMER OUR STAMP PURITY

Endorsed, Approved, Accepted by the Leading Manufacturers and Packers.

Absolutely harmless to anyone coming in contact with it's operations. Very simple to apply.

Delay Being Costly

Leaving No Foreign Taste or Aroma and Improving Quality of Tobacco

SHUEY TOBACCO BUG EXTERMINATOR SERVICE

1820 TWELFTH AVENUE, TAMPA, FLA.

Without Exterminator Loss

TODAY'S MARKET CONDITIONS FOR AMERICAN TOBACCOS IN LATIN AMERICA

Alfred T. Marks

The Latin-American countries, including Cuba, the West Indies and Mexico, constitutes an export field of over one hundred millions of people. Seventy-eight per cent. of the manufactured products used by these countries are imported. Logically and by right of contiguity the United States should be the supply source for these nations. That hundreds of millions of dollars are taken out of Latin America yearly by European exporters is to a considerable extent to be charged up to the lack of interest and effort on the part of American manufacturers. It is admitted by the Latin Americans themselves that we make no serious, sustained, persistent and consistent effort to cultivate the markets there.

The writer has just returned from an extended stay in the leading South American countries of both east and west coasts, where he was engaged on a commercial mission. In each of the countries visited—Brazil, Uruguay, Argentina, Chile, Peru and Cuba—careful inquiry was made in order to secure an accurate understanding of actual conditions governing the sale of United States tobaccos and tobacco products—what we are doing there in these lines and what the possibilities are for the immediate future; the methods we must adopt to win this trade and the kind of competition we must meet to get the business.

In order to know just where we stand as an exporter of tobaccos, manufactured and in the leaf, to Latin America it will be helpful to make a brief analysis of our present trade in these lines with the Latin-American countries.

In the eleven months of the fiscal year ended on May 31, 1923, the United States exported to the Latin-American countries leaf tobaccos of various kinds valued at $1,446,724. In the same period ended May, 1922, our exports of these lines to the same countries totalled $1,142,570. For leaf tobaccos Argentina was in the past eleven months our best customer-country, taking $790,438 worth alone.

Of our cigarettes Latin America took in the eleven months ended May 31, 1923, $551,400 worth, the largest single buyer being Panama with $489,572.

The figures given, while only briefly detailed, will give an idea of what we are doing today in supplying the Latin-American tobacco demands. What it is possible for us to do, as demonstrated by the writer's personal observation and investigations in the leading South American capitals, is briefly emphasized in the following survey of conditions as he found them.

The Latin Americans are tobacco users, perhaps to a greater extent than any other people on earth, the consumption per capita being remarkably large. Outside of what we are shipping to Latin-American nations—and the quantity is steadily, though slowly, increasing—Great Britain and France practically control the markets. For many years England has had the lion's share of the Latin-American cigarette trade "sewed up," to use an expressive and well-understood term. In practically every city and town I found English cigarettes; they are everywhere in South America. They are displayed and featured, while the American cigarettes have to be sought out and asked for, and even then are frequently unobtainable. Noting these conditions, I ventured to ask a prominent dealer in tobaccos in Buenos Aires, Argentina, why the United States cigarettes and tobaccos are kept in the background. He said: "We find it easier to buy the English and French cigars, cigarettes and tobaccos; and another reason is that your United States manufacturers are not making a real effort to sell their goods here." Asked whether there is any preference expressed by the public for the English and French tobaccos, he replied: "None to speak of. We have sold American cigarettes and cigars, as well as smoking tobaccos, side by side with those from England, and they sell equally as well." "The chief reason, then," I ventured, "is that you are better served by the English and French manufacturers than by the United States traders?" "Precisely," was his answer.

I am directing particular attention to this incident for the reason that it seems to embody the real reason why the Latin-American tobacco trade, both in leaf and in the manufactures, which runs into a vast sum, is largely going to Europe when it might just as well come to the United States.

In what particular way are the Latin-American tobacco products buyers "better served" by the Europeans? My investigation and inquiries disclosed the answer, which is this: For many years it has been the custom of the larger exporters of tobacco goods in Europe to keep at convenient and strategic points in South America fairly representative stocks in warerooms, in charge of a manager, and in some instances (so I was informed), where the volume of business justified it, one or two salesmen to cover the nearby territory in addition. These stocks were added to constantly and steadily replenished. The warehouses in no wise differ in scope and purpose from the stockrooms of the home factory where the cigars, cigarettes and other tobacco products are kept. They sell, for the most part, to the "distributor" (wholesaler), but also deal direct with the retailer when occasion requires. In some cases which were brought to the writer's attention these stockrooms are not the sole agency of a single manufacturer, but several manufacturers in related, but non-competing, lines conduct them jointly, thus greatly reducing the cost of maintenance for each.

Now, contrast this plan with that of the United States manufacturers. It works out something after this fashion: A dealer in one of these southern countries requires certain tobacco goods, for instance, and he gets them in a few hours, or in a few days at most, of one of these distributing centers; he makes a finished job of the purchase, knowing what he is buying and what he is paying. All of which is very satisfactory. But if that same order be placed with a United States manufacturer or manufacturer's agent it is quite another story. The merchant must wait for two to six weeks for his order to reach the manufacturer and a like length of time, or longer, for the shipment to reach him if the goods are shipped on the day the order is received (which frequently they are not), go through a troublesome routine of insurance, customs and tariff details, often pay cash before shipment, risk loss from dampness due to improper packing and take the chance of finding, after all this delay and annoyance, that the goods are not sent in exact accordance with order. That's a pretty gloomy picture, but I was assured that it borders closely on the truth. So that it will be perfectly plain that the matter of prompt and satisfactory delivery is one which, under present competitive conditions, comes pretty nearly being an essential in clinching our fair share of the Latin-American tobacco trade.

Another thing that impressed me is that our exporters are giving too little attention to the fact that

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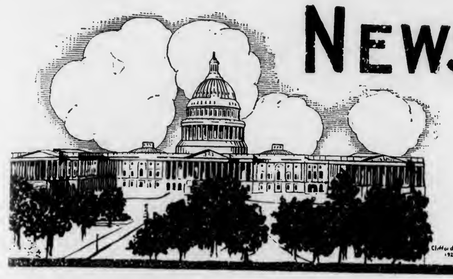


NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

A CLEAR definition of the functions of the retailer, wholesaler and manufacturer in every industry will be sought by the division of domestic commerce of the Department of Commerce, with a view to eliminating the overlapping and duplication of activities, as one of the first steps to be taken as a result of a retailers' conference held in Washington on July 6 and 7.

The retailer performs the final function in the distribution of commodities and gives fulfillment to all preceding efforts by making merchandise available to consumers at the time and place and in the form required by them, it was determined by the conference. The retailer's true function is that of serving as a purchasing agent for his community.

As a result of the conference the various trades will be asked to define the functions of the various branches—manufacturer, wholesaler and retailer—so that the information may be studied in the division of domestic commerce and plans made for the elimination of waste in distribution.

Results of the inquiry of the Department of Commerce into the activities of trade associations are embodied in a report just issued, in which the constructive work of such organizations is fully described. The report, which is book-length in volume, goes carefully into practically every phase of trade association work, and forms a valuable addition to the library of trade association secretaries and other officials.

In addition to discussing the work of organizations generally, the report contains a comprehensive list of the more important associations, together with a detailed explanation of those Government activities which have a relation to industry. This includes, in addition to a discussion of the activities of the Federal Trade Commission, the Tariff Commission and the various other commissions and departments, a full statement of the work performed for industry by the various branches of the Department of Commerce.

The introduction to the report was written by Secretary Herbert Hoover. In it he points out that "the trade association as a facility for the promotion and self-regulation of industry and commerce has become, by reason of its scope and activity, an important American business institution.

"Notwithstanding the importance of this institution as an economic factor, generally speaking," he declares, "the American public is little acquainted with either the extent or the character of its work. The constructive purposes of trade associations have unfortunately been confused with the minority of activities which have been used as a cloak for action against public interest. It is also true that a vast amount of action in public interest has been lost and even great national calamities brought upon us by lack of co-operative action. All who know the situation in such matters realize that the problems of co-operative action are mainly the concern of smaller businesses. If we are to have a comprehensive economic system, it seems to me that the time has come when we should take cognizance of the necessities. The growing complexity of our industrial life, its shift of objective and service, requires the determination of an economic system based upon a proper sense of rightful co-operation, maintenance of long-view competition, individual initiative, business stability and public interest."

Business and association executives interested in the report on "Trade Association Activities" may secure copies at 50 cents each from the Superintendent of Documents, Government Printing Office, Washington, D. C.

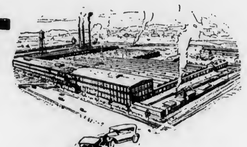
Despite the fact that, during the twelve months ended with June, our imports increased and exports were materially reduced, as compared with years immediately following the war, the balance of trade in favor of the United States for the fiscal year 1923 was $176,965,346, according to figures just made public by the Department of Commerce.

Exports during the fiscal year totaled $3,965,967,460, an increase of $194,810,971 over the preceding year, while imports amounted to $3,789,002,114, an increase of $1,180,923,106. As compared with previous years, imports during the fiscal year 1923 were greater than for any year since 1920. Exports, however, while greater than for the fiscal year 1922, were but little more than half those of the fiscal year 1921.

At the present time the tendency is to import more than we export, an unfavorable balance of trade being recorded for the months of April and May. In June, however, due to a seasonal slowing-up of importations, exports were greater than receipts, and a balance of $1,000,000 in our favor was recorded.

(*Continued on Page 18*)

DETROIT



Building Boom Causes Large Increase in Payrolls in Many Lines—Robt. M. Reilly, Jr., Opens Fine New Cigar Stand—Jose Perez Visits Detroit With Bride on Wedding Tour—Dick Tobin Has Fine New Car With Speed-o-meter 'neverything

Detroit, Mich., July 25, 1923.

WITH the increasing amount of building that has been done in Detroit, a building boom of several years which culminated in this year's activity, there has been a great demand for cut stone of various kinds. Payrolls of factories have reached record totals, large gains in the number of workmen employed reported in twenty leading industries, including tobacco, petroleum, steel, sawmills and types of building material. Heaviest increases in the payrolls occurred in textile industries, iron and steel and automobile manufacturing.

Thomas W. Powell, who formerly covered the West for the Webster Cigar Company, has returned to Michigan to accept a position with the Worden Grocery Company, Grand Rapids. Tom has taken full charge of the cigar department and entered upon his duties on July 23d. Many well-known brands are featured by the Worden Grocery Company, and Tom's twenty years' experience as salesman and sales manager will no doubt be a great asset to the company in the development of their fast-growing cigar department.

Robt. M. Reilly, Jr., has opened a palatial cigar stand in the 1200 Washington Boulevard Building (Book Estate). "Bob" is well known in the cigar fraternity, having spent a number of years in the cigar game in the financial section of our city. The fixtures are the latest creation and nothing was left undone to make this the finest cigar stand in any office building in our city. All the popular brands of cigars, tobaccos and cigarettes will be featured, as well as many private brands. Bob will be assisted by his brother Frank J. in the management of the stand, and it is predicted that these two hustling young men will enjoy a big business in their new location.

Charles S. Mansfield has accepted a position with N. N. Smith & Company, Frankfort, Ind., manufacturers of "Bankable" cigars, and will cover the entire State in the interest of this popular brand. Charlie and Mr. Smith have just returned from a trip through the State, where they opened up twelve jobbing accounts. The Howes-Shoemaker Company are the local distributors on "Bankable" cigars, which enjoy a very big sale in Detroit.

Harry Bassett (Park & Tilford), the "Tilford" booster, has returned from a two weeks' trip through the State, where he reports this popular brand as going over big in every section. The Bert Johnson Cigar Company are the local distributors of "Tilford's."

Henry Toplitz, representing Pasbach-Voice Lithographing Company, Inc., Brooklyn, N. Y., "A Service Institution," called on the manufacturing trade here last week. Henry formerly resided in our beautiful city and it seemed like old times to see him in our midst again.

Geo. L. Samuel, of Barnes-Smith Company, manufacturers of "Red Dot" cigars, Binghamton, N. Y., called on the trade here last week in the interest of his brand. The Harry W. Watson Company are the Detroit distributors of "Red Dot" cigars.

"Do you remember the lady who parked in the smoker and then bawled you out for buying rotten cigars?"

Thursday, July 19th, was a pompous day for our old side-kick Bill Redling, of the Bert Johnson Cigar Company. This morning, bright and early, the stork arrived with a bouncing baby girl who tipped the beam at eight pounds. Bill was all smiles and as proud as a peacock, for this one is his first and we extend to him our congratulations and hope all of his troubles will be "little ones." Friends and "pals" enjoyed smoking Corona Coronas at Bill's expense as the little lady was christened Maralyn Annabelle Redling. From last reports mother and baby were doing fine.

Jose Perez, of Marcelino Perez & Company, Tampa., Fla., was in our midst last week. As you all know, Jose has just joined the benedicts and Detroit was included in the itinerary of the wedding tour. Mrs. Perez and Jose were entertained at the Aviation Country Club during their stay here, by Bert Johnson and "Doc" Watkins.

Dick Tobin, the Falk Tobacco Company's ace, is all fixed up with a new Ford coupe, the compliments of the company. Dick did the picking out of this machine, but I am told he had Henry and all of his assistants busy looking the crop of "Lizzies" over to get a good one. It has all the latest ideas in "Lizzieland," speed-o-meters, stop-o-meters, cop-o-meters, order-o-meters and everything else to make it look classy. When last seen Dick was headed for Adrian piloted by several motorcycle gentlemen in blue uniforms, who opened up traffic for the bus that made Detroit world-renowned and the salesman who has made the Falk line famous in Michigan.

(*Continued on Page 24*)

"Spanish Cedar Cigar Boxes"

"Bring Distinction to Your Cigars"

The geniuses responsible for our best grades of cigars have always recognized "SPANISH CEDAR BOXES" to be the most suitable containers for their product.

"SPANISH CEDAR" is possessed of certain characteristic properties, not present in any other material, which besides satisfying every practical requirement, imparts that distinct bouquet tone to the perfect smoke.

Man has not yet discovered anything that can supply, in the place of "SPANISH CEDAR," those unique qualities that add to good cigars that "Last pinch of Seasoning" to flatter the palate of the smoker.

If "SPANISH CEDAR BOXES" cost a little more than substitutes, the difference in price will be exceeded by the value of the advantages you secure.

Ask your Box Manufacturer to quote you on the "SPANISH CEDAR CIGAR BOX."

Spanish Cedar Cigar Boxes Make Good Cigars Better

(*ADVERTISEMENT*)

CIGARS
BUSINESS BUILDING
BY A TRAINED BUSINESS MAN AND ADVERTISER
WRITTEN ESPECIALLY FOR THE TOBACCO WORLD BY A.E.P.
ALL RIGHTS RESERVED

TAKE a vacation; yes, it will do you good. If you are a very, very busy man, run down with care, anxiety, brain-fag, over-work, go to some quiet place, and loaf, and refresh your soul.

If you are not over-worked or run down, then go to some lively place, like Atlantic City, or Ocean City, in the height of the season, or some lively place up the coast.

And enter into the joys of a change of activity, which will be rest for you and give you a bully time.

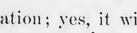
What I particularly advise is that you keep a keen, shrewd, watchful eye on the industries of the place. Make a sort of hobby of it. Let it be your pleasure and your recreation.

At first you will think everybody is rich and having rest and pleasure. Then you will gradually note that many of them are making money. Making it in various and many ways.

Watch them and study them, just for the pleasure of it. Note their ingenuity in coaxing the dollar where it wouldn't seem it could be coaxed. Note their advertising, their displays, the strings they put out, their dress, their style of talking. Note everything.

Then as you sit lazily on the pier, with your feet hanging over the water, and the crabs jumping out for your toes, let your thoughts gently dwell on these things and select the ideas which will be valuable in your own business.

Thus will you return, not only renewed in bodily vigor, but with your mind stocked with suggestions on the great work of business building.



These long-haired, high-browed, bespectacled business teachers in our colleges and universities are sure some hot potatoes on thinking thoughts.

Most of us think we think, but sad to say, we don't know how to think. But these fellows really think. Sometimes they think huge chunks of thought that revolutionize business, and again they think such little thoughts that we practical ones give them the snort of contempt.

But we are wrong, and they are right, for even little thoughts are worthy of consideration.

Here is one of their little thoughts: Do we get so used to turning to the right in our walking and driving that it has become a habit, and therefore is the right side of our stores the more valuable for displaying and selling our goods than the left side?

I dunno, but I just pass it on to you as a little problem for you to think on the next time you are enjoying your leisure smoke.

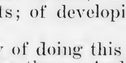
Friend Dealer! Your cash register will have a busier time if you can devise some way of increasing the ambition of your clerks; of putting the love of work in their hearts; of developing a greater selling efficiency.

A splendid way of doing this is by putting stimulative reading before them. And the best way to do this is to subscribe to one of the magazines of the day that puts mental vitamines in the blood of the young man who reads it. The *American Magazine* will do this, *Forbes Magazine* will accomplish the same result.

These magazines give the histories of men at the top who climbed up from lowly beginnings and through insuperable difficulties. They catch the imagination of readers and cause them to ask the question, "Why can't I?" Their subscription price is low, and they are worth a hundred cents for every penny of this price.

Or, why not write the La Salle Extension University, La Salle, Indiana, and ask them to put you on the list to receive their little magazine *Personal Efficiency*.

Or, to the International Correspondence School, Scranton, Pa., to send you their magazine *Ambition*. They will be glad to do so. This may lead to a better clerk for you and may lead to the making of your clerk for himself.



How many good customers have you? I mean really valuable ones, whose yearly trade aggregates substantial figures, who do most of their buying from you and whom you by all means wish to retain, and would spend a little time and money to keep them?

Are there about a hundred of them?

Here is a thought which will greatly strengthen the bonds which hold them to your store. Make a quiet inquiry of each of these good customers as to the date of his birthday. Don't ask his age, for some men do not like to state their age—just ask the month and day of the month of his natal day. Do this till you have the birthdays of this hundred men who are the cream of your trade.

Then get a hundred little cards neatly printed reading, "Wishing you many happy returns of your birthday," and your name. Then refer to your memo frequently, and mail a fine cigar and your card to each man on the occasion of his birthday.

The cost will only be ten or twelve dollars a year, and there is not a man, rich or poor, high or low, but will appreciate it mightily. He will appreciate your thoughtfulness much more than he will the gift. He will wonder how you learned and remembered his

(*Continued on Page 23*)

Cigar Manufacturers Association of Tampa

COMPRISES ALL OF THE LEADING and REPRESENTATIVE CIGAR MANUFACTURERS IN TAMPA, UNITING IN THE THREE-FOLD EFFORT OF:

1st—Benefiting our Members.

2nd—Maintaining the high standard of "Tampa" workmanship by seeing that our labor is justly treated.

3rd—Protecting the *dealer* and the *consumer* against unscrupulous methods of others by issuing to our members the following "Identification" Stamp:

This stamp, on each box, is your guarantee that the goods are manufactured in Tampa—of "Tampa" quality and workmanship—DEMAND IT

You give Your Customer the Best Value in

UNION LEADER

REDI CUT TOBACCO

The 10¢ Tin

Why Pay More?

BIGGEST AND BEST TOBACCO VALUE

MADE BY P. Lorillard Co.
Established 1760

MARSHALL FIELD
Java Wrapped

6 Popular Sizes

PIONEER 10c
FIELD ..... 2 for 25c
BANKER (two in foil) 2 for 25c
L. CORONA 15c
MARSHALL 15c
STANDARD . 3 for 50c

HOWARD F. PENT, President
CORAZA CIGAR CO.
7th & Cherry Streets Philadelphia, Pa.

ABOVE ALL

BOLD

NOW
2 for 15c

The recognized standard of cigar quality and cigar value. Bold's pre-eminent popularity is due solely to incomparable and unchangeable quality.

Bobrow Brothers, Inc.
Manufacturers
Philadelphia Penna.

MARKET CONDITIONS IN LATIN AMERICA

(*Continued from Page 10*)

we must adapt ourselves to the customs and trade traditions of the Latin-American people. After a stay of nearly two years in the most advanced and progressive of the republics, I can say that, while other factors have an important bearing on our tobacco trade there, one of the chief reasons why we are failing to win adequate results in these countries is that we are inclined to insist that business be done in our way and in accordance with plans we follow in other parts of the world. In dealing with the Spanish-Americans this is an expensive mistake. The European exporters, I was told, learned this lesson long ago—which would seem to account, in a measure, for their being able to so readily capture trade down there.

In the matter of advertising their tobacco products to the South Americans the English seemed to have "everything their own way," with practically no competition, as far as advertising is concerned. It is conceded that we are "falling down" in advertising our American cigars, cigarettes and smoking tobaccos in Latin America—or rather in *not* advertising them. This is a much bigger and more important consideration than we usually think, and the English and French exporters are well aware of its influence in building up their tobacco trade there.

It should be impressed upon our tobacco manufacturers that to advertise to the South Americans effectively, we must do so not entirely according to our standards and not precisely in the way we term "good advertising" in the United States. For, paradoxical as it may seem, *good* advertising here is in many cases *bad* advertising there. We must be careful lest we shoot over the heads of the people we are trying to convince, which is one of the faults of probably nine-tenths of the foreign advertising in South American mediums. Therefore, our American advertisers should keep steadily in view the fact that we must appeal to the Latin-American in the manner and after the methods he understands, is accustomed to and will respond to. Any other plan is sheer waste of time and effort.

MAN SHOT OVER CIGARETTE ARGUMENT

Pasquale Colantone shot and killed August Santore in New Brighton Station, Staten Island early last week after an argument over a cigarette. Colantone had offered Santore a cigar instead of a cigarette, which he asked for.

BETTER OUTLOOK FOR CONNECTICUT

In an address before five thousand growers and members of the Connecticut Valley Tobacco Growers' Association, on Wednesday of last week, President Joseph W. Alsop said that owing to improved crop conditions the receipts would undoubtedly be much larger for the association than dast year.

LAS VEGAS FACTORY TAKEN OVER BY "R. G. DUN"

It is reported that The Bernard Schwartz Cigar Corporation, manufacturer of the "R. G. Dun" cigar, has acquired the factory of the F. Vega & Company, manufacturers of "Las Vegas." The Schwartz Company has been looking for increased capacity for some time and finally obtained this building. Nothing definite is known as to the future of the "Las Vegas."

INCREASING EXPENSES AND LABOR BIG PROBLEM FOR RAILROADS

Washington, D. C.

The net operating income of the Class One railroads of the country during the month of April was considerably greater than either that of the preceding month or the corresponding month last year, according to reports filed with the Interstate Commerce Commission. The total net income for April, 1923, was $83,197,800, a return, on an annual basis, of 6½ per cent. on their tentative valuation, compared with a return of 5.96 per cent in March, and 3.99 per cent. in April of last year.

Operating revenues in April totaled $522,955,700, an increase of more than 25 per cent. as compared with the same month last year, while operating expenses, totaling $403,869,000, were an increase of more than 20 per cent. over the corresponding month of 1922.

The increase in earnings over April of last year, which was the first month of the miners' strike, is ascribed to an increase in freight traffic of more than 55 per cent., measured in net ton miles. Despite this 55 per cent. increase in traffic, however, operating revenues of the railroads increased only 25 per cent. reflecting the reductions in freight rates that have been made during the past year.

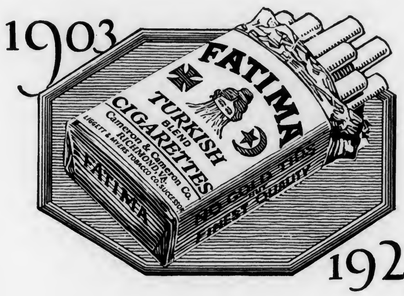
The net operating income of the Class One roads for the first four months this year, totaling $266,246,000, represents a return, on an annual basis, of 5.49 per cent. compared with 4.44 per cent. for the first four months of last year. Operating revenues for the four months period this year were an increase of nearly 19 per cent. over last year, while operating expenses increased 18.1 per cent.

One of the most important difficulties confronting the railroads at the present time is the shortage of labor, according to R. H. Aishton, president of the American Railway Association, testifying before the Interstate Commerce Commission during its investigation of equipment shortages on the railroads. Declaring that the railroads now are transporting more freight for this time of year than ever before in their history, Mr. Aishton told the commission that the shortage of labor is resulting in a slowing up of deliveries, but that every effort is being made to overcome the difficulty.

The witness detailed to the commission a program agreed upon by the larger railroads at a meeting in New York in April, which calls not only for a speeding up in loading and unloading, as well as the movement of freight cars, but also for the heavier loading of cars: reduction in the number of locomotives in need of heavy repairs to 15 per cent. of the number owned by October 1, next, and the reduction in the number of freight cars in need of repairs to 5 per cent. within the same period. The program also calls on the carriers to complete by September 1 the storage of coal needed for railroad operation and provides that every effort be made to induce all other consumers to lay in as much as possible of their coal supply during the summer months.

In anticipation of heavy traffic this year the railroads, from January 1, 1922, to May 1, 1923, purchased 252,257 new freight cars, of which number 136,501 have already been delivered, and 4463 locomotives, of which 2607 have already been installed.

LINZ.



Twentieth
ANNIVERSARY

A Unique Record

Not another cigarette that was popular when Fatima was introduced, over twenty years ago, has a big national sale today.

Fatima has out-distanced them all, maintaining its sales-leadership over all other brands at or above its price. This record marks it as the most skillful blend in cigarette history.

Today Fatima is everywhere recognized as the one cigarette of really exceptional quality at a reasonable price.

FATIMA

LIGGETT & MYERS TOBACCO CO.

News from Congress

(*Continued from Page 11*)

The printing of return cards on the back of envelopes is to be discouraged by the Post Office Department and postmasters throughout the country have been instructed to watch for envelopes bearing the return request on the back and to take up with such commercial houses as still follow this obsolete practice the desirability of putting their return card in the upper left corner on the face of the envelope.

The practice of putting the return card on the back of the envelope, over the flap, according to postal officials, was originally resorted to in order to prevent tampering with the mail, since the opening of a letter would usually throw the printing or writing out of alignment. In recent years there has been but little tampering with the hundreds of millions of letters carried annually, and the practice no longer is a measure of precaution.

On the other hand, it is stated, the failure to put the return card in the place indicated as best by the department delays clerks who have to look for such information when a letter is undeliverable and often results in mail being sent to the Dead Letter Office instead of being returned to the writer.

Industry generally has failed to heed the warnings sounded last spring by Secretary of Commerce Hoover, that the road to commercial safety lay in storing next winter's coal during the summer months, and another appeal is being made by Assistant Secretary J. Walter Drake, in order that there may be no difficulty and delay in the handling of bituminous fuel by the railroads when cold weather sets in.

Warning is given that unless large quantities of the coal now being mined are shipped and stored during the summer in the plants of consumers the country next winter will face a recurrence of the difficulties experienced last year, when it was necessary to ration coal and resort to substitutes. Further, it is pointed out, "a shortage of fuel during the fall and winter would result in a failure of production and a loss far exceeding any slight extra burden that might possibly be occasioned through the purchasing and storing of coal in advance of the time of peak load upon the railroads."

Employment conditions in the tobacco industry during June showed but little change as compared with the preceding month, according to figures just made public by the Bureau of Labor Statistics. There was a slight increase in employment in chewing and smoking tobacco establishments, accompanied by a slight decrease in payroll; while a small decrease in employment in cigar and cigarette factories was accompanied by increased payrolls.

Reports from 30 chewing and smoking tobacco establishments showed 3808 persons employed in June, against 3794 in May, an increase of four-tenths of one per cent., but the weekly payroll increased only one-tenth of one per cent., being $56,997 in June, as compared with $56,934 in May. Accordingly the per capita earnings of workers for the month were three-tenths of one per cent. less than in May.

Returns from 176 cigar and cigarette establishments showed a reduction of one-tenth of one per cent. in employment and an increase of 3.1 per cent. in the weekly payroll, 31,425 persons being paid $566,426 for one week in June, while 31,471 persons were paid $549,268 for a corresponding period in May. The per capita earnings of the workers increased 3.3 per cent. in June as compared with the preceding month, an increase exceeded only by those workers in the rubber shoe and men's clothing industries.

The bureau's figures show that 65 per cent. of the chewing and smoking tobacco plants surveyed were working on full time, with 35 per cent. on part time; while of the cigar and cigarette plants, 71 per cent. were working on full time; 28 per cent. on part time and one per cent. were idle.

WHEAT IN YORK COUNTY

That there are other important industries in York County beside the tobacco industry, is proven by the report that the threshing of the wheat crop is well under way and promises to be above normal yield in spite of estimates to the contrary earlier in the season. The yield ranges from twenty-five to forty-three bashels per acre and prices paid are from ninety-two to ninety-seven cents. Owing to the fear of the angoumois moth, the farmers are selling as quickly instead of following the usual procedure of waiting for higher prices.

BUSINESS OUTLOOK BRIGHT

The National Bank of Commerce in New York City, in *Commerce Monthly*, for the month of August, in commenting on business conditions states:

"It is fashionable just now to think that business is poor, but favorable factors continue to outweigh unfavorable factors and good business may be looked for during the autumn months. There is full employment at high wages. Retail trade is active and well-sustained and wholesale trade is normal for the season. This is evident from the continued high record of the combined car loadings of miscellaneous freight and of less than carload lots. Excessive stocks either of raw materials or of finished goods have not been accumulated. Thus far the expectation is for good crops. Credit is available and money rates promise fair stability. Business is growing steadily better in South America and Australia. There is some improvement in India and excepting for Germany there is slow betterment in Europe as evidenced by improving food production and lessened unemployment.

"The immediate problem is the situation in the Ruhr. With a continuance of the deadlock there, the development of affairs in Germany must be progressively toward chaos and disorganization. The effect on our export markets notably for wheat, pork products, copper and cotton must be adverse. The powers most intimately concerned with a solution of the Ruhr problem have so much at stake as to afford grounds for the belief that the impasse which has been reached will result in a solution of the issues involved.

"Recognizing the favorable and the unfavorable factors in the situation, the outlook is for good business for the remainder of 1923 and expectation of its continuance into 1924."

A Name You Know

with a reputation maintained by the world's largest manufacturer of High Grade Cigars.

ROI-TAN

A cigar you'll like

EL ROI-TAN

RELIABLE FIRMS OF

YORK, PENNA.

"When you know your goods are right, stand firm behind them and push them along, let the world know about your product, advertise the fact and get the results."

H. G. BLASSER & CO.
PACKERS AND DEALERS
Leaf Tobacco
FANCY FLORIDA and GEORGIA WRAPPERS
Stripped and Booked Pennsylvania and Ohio Tobaccos
Samples and quotations cheerfully submitted

C. S. GABLE
CIGAR MANUFACTURER
Main Factory and Office, Queen and York Sts.
Branch Factories: Strinestown, Pa.; Jacobus, Pa.
Maker of "FORUM" Mild Havana Cigar, "DOUGLAS FAIRBANKS," "CERTIFIED CHECK" and "HAMILTON FISH"

Robert Schubert Co.
124 MAIDEN LANE, NEW YORK
SUMATRA and HAVANA
York Office, Queen and York Streets

C. H. Plitt Cigar Co.
MAKERS OF
"Casilda" Cigar, 10c and up
"20th Century," 8c "New Century," 8c
CIGARS OF QUALITY

York, Pa., July 28, 1923.

LIKE the seventeen-year locusts, which seem to be with us each year, so do we have with us always some chronic kickers. Such fellows are never satisfied and still harp on the busy times of a few years ago, when they could dress up a common "two-fer" in a piece of tinfoil and call it a ten-center. "Them days are gone forever." The manufacturer who is putting out merchandise with value is the one who is pulling down the business and is not wasting time and energy talking about how rotten the business is. The boys who are laying down the nickels and dimes today are looking for something in exchange for that same nickel or dime.

The curtain has been rung down on that old idea, that any old thing is good enough for a cigar.

A. F. Fix Cigar Company, Dallastown, have opened a branch factory in the Baker Building, corner Queen and York Streets, York. This factory was formerly occupied by C. S. Gable, who will concentrate his manufacturing in his other two factories. Mr. Gable retains his offices and warerooms in the building.

The new plant is run under the firm name of The Fix-Haynie Cigar Company. This firm expects to have an output of 40,000 cigars per day by September 1st. They make the "New York Hand-Made" cigar, which is a big seller in the South and West.

Charles F. Speilman, formerly with C. S. Gable, is now connected with S. L. Etter & Son, jobbers of cigars and tobacco. Mr. Speilman will cover the entire county and, from reports we have, he is already making good. The Etter house carries a complete line of well-known brands and has just recently added the well-known brand of cigars, "El Poderso," which they carry in ten sizes, from 10 cents up to 25 cents each. We personally know some of the old-time smokers who have smoked the "El Poderso" cigar for the past twenty-five years and cannot be weaned away from this brand. This brand is being advertised in our daily local papers and we know that with Sam Etter behind the distribution, the cigar is going to be better known around York County.

L. P. Meyers, better known as "Doc," distributor of the "York Imperial" cigar, also "Keen Kutters," has just opened a new place at No. 434 South George Street. "Doc" was located at the St. George Hotel stand, but decided to give his entire attention to his fast-growing jobbing trade. Hence the change of location. Sam Beivenour covers the county for this firm.

'Gene Gillespie has been spending a couple of weeks visiting his trade and at the factory we are told that he is sending in some good-sized orders for his product.

Pfaltzgraff Brothers, Leaf Tobacco, report conditions as showing some improvement.

At the H. F. Martin factory we found every one busy getting out "Keen Kutter" cigars, and Hiram says he is very busy and receiving many orders for his goods.

Robert Schubert, of 124 Maiden Lane, New York, is calling on his trade in this territory and is showing a fine line of Sumatra tobaccos, and in spite of the high prices paid by many of the buyers at the late inscriptions, he is able to offer some very choice marks at reasonable prices, so that the manufacturer can continue to use a good quality imported wrapper and still be able to see a little profit for himself.

Today was U. C. T. picnic day at Hershey, where the local councils of York, Harrisburg, Lancaster and Lebanon combined to make it a real annual picnic. We only regret that owing to other business appointments, we were unable to attend. We know of no other picnic where we could meet with so many of our cigar and tobacco men as at a gathering of United Commercial Travelers. York Council at least doesn't let many of the cigar men get by without joining our order. We did not see our boys start out this morning, but will wager a hat that our old friend Hiram Martin was there. Hiram is one of the "big guns" in the State Supreme Council and is heart and soul for the order.

Having occasion to visit Baltimore the other day, we called on a number of the cigar manufacturers, and with but few exceptions found them fairly well satisfied with trade conditions.

Mr. Chas. Sieker of Young and Busser, Center Square, reports that his brand "Pride of York," an eight-cent cigar, is gaining new friends every day and the sales are running into good figures on this brand.

Allen Kauffman, of A. Kauffman & Brother, Inc., box manufacturers, says that he sees the signs of a good, active fall trade on cigars, which naturally will mean more cigar boxes.

Albert Kraus of the Sunny Brook Tobacco Company was calling on the trade the past week. He is combining business with pleasure, having motored from Chicago with his family, and expects to visit Niagara Falls on the return trip.

John B. Thatcher (American Box Supply Company, of Detroit), together with J. R. Brady, was calling on the York County manufacturers the past few days. When we met them they seemed happy and loaded down with orders for labels, bands and other lines of goods that they handle.

Freddie Bowers (Steiner Son's Company) was calling on the York County trade and talking banding machines. Fred is so enthusiastic about the banding machine that he is able to go right on with his "spiel" no matter how or were you break in on his line of talk. He can go right on from where he left off.

Topper Cigar Company, of McSherrytown, is one of the few factories in that section that is very busy turning out cigars in large quantities.

Several of the factories at Hanover report trade good and that they are working with good forces of cigarmakers.

JAY BEE.

A Smoker Blindfolded

or with His Eyes Closed

cannot tell whether he is smoking a cigar having a dark or a light wrapper.

Cigar manufacturers know that the mildness or strength of a cigar is governed solely by the Tobacco in the filler.

We feel that the consumer should be educated by means of a publicity campaign to the fact that when he wants a pleasant mild smoke it makes no difference whether he chooses a dark or light wrapped cigar.

It is conceded that no Tobacco in the world combines so many essentials to the making of a *good mild* cigar as Porto Rican. Besides being aromatic and fragrant, it possesses practically no chlorine and therefore burns evenly and freely.

This year's crop is of exceptional quality, which means that a treat is in store for the American smoker, as Cigar Manufacturers throughout the entire country are realizing more and more that Porto Rican Tobacco used as a filler exclusively or blended with other Tobacco makes a cigar which pleases the majority of smokers, who prefer a mild but fragrant cigar.

GOVERNMENT OF PORTO RICO
Tobacco Guarantee Agency
W. L. DANNAHOWER
AGENT
136 Water Street - - NEW YORK
Telephone John 1379

MACEDONIAN TOBACCO IN DRESDEN

Large quantities of Macedonian leaf tobacco, amounting to 1,951,453 pounds and valued at $1,136,531, were collected in the Dresden consular district for shipment from Germany to the United States during the opening quarter of 1923, as against 10,331 pounds, worth $452,000, during the same period of 1922. (Vice Consul Russell M. Brooks, Dresden, Germany.)

ADDITIONAL TAXES LEVIED ON EXPORTS OF TOBACCO FROM GREECE

The following additional taxes have been imposed upon exports of tobacco, by a decision published in the *Official Greek Gazette* May 30. The proceeds from these taxes are to be devoted to the support and shelter of refugees and improvement of local sanitary conditions:

Commencing April 27, on tobacco leaves of any quality exported from Cavalla, 20 leptas ($0.02).

Commencing with the date of the promulgation of the decree, on each package loaded on omnibus trains at the railway station of Verria, 20 leptas; on each package loaded on passenger trains at the station of Verria, and on cars fully loaded at Verria, 15 drachmas ($2.89½).

SUMATRA CROP AFFECTED BY DROUGHT

Consul C. O. Spamer, Medan, Sumatra, May 15.

The 1923 tobacco crop, which is about to be harvested, will be inferior to the 1922 crop in quality owing to the unusual drought which has prevailed in the island during the latter part of April and the first two weeks of May, is the report from the administrator of of the Deli Maatschaappy at Medan.

The restriction policy of the Deli Planters Comite, establishing 195,000 bales of tobacco as the 1923 maximum, has apparently been adhered to, but it is estimated that grades suitable for the American trade will be from 5000 to 7000 bales less in the 1923 crop than in the 1922 crop.

In some instances estates have replanted a few fields of tobacco, in an attempt to minimize the losses due to the drought, but the effect will be of little importance.

POLISH TOBACCO MONOPOLY

The operation of the State tobacco monopoly showed a clear gain from January 1 to September 30, 1922, of 27,651,673,159 marks, according to information received from Commercial Attache H. B. Smith, at Warsaw, Poland. Of this gain and from the income attained in the second half of the previous year there was turned over to the central State treasury during the same period of 1922 the sum of approximateiy 14,000,000,000 marks. In addition to this, a revenue from private tobacco manufacturers paid to the treasury amounted to 2,087,000,000 marks in 1921 and 31,949,727,944 marks in 1922, which shows that the Government tobacco monopoly has been a profitable source of revenue to the Government in spite of the adverse economic conditions which have obtained in Poland during the past few years.

Practically all the tobacco used by the State tobacco monopoly of Poland must be imported, and the total amount imported from January 1, 1921, to March 31, 1923, was 12,698,200 pounds of which 791,800 pounds was American tobacco, or about 6¼ per cent. of the total.

PEERMONT CIGAR COMPANY DOING WELL

At the Peermont Cigar Store, corner of Fifteenth and Market Streets, can be seen an elegant display of "Rey Oma" cigars in their Chestnut Street window. This concern is now retailing their own private brand, "Peermont," a clear Havana brand made in bond in Tampa, Fla., and meeting with tremendous success.

TOBACCO NOTES

Dutch Cigar Industry at a Disadvantage

An association of cigar manufacturers has called the Dutch Foreign Minister's attention to the fact that since Denmark has doubled its import duty on cigars that market, which has been one of the few export markets open to the Dutch cigar industry, will be practically closed.

Brussels Leaf Tobacco Market Active

During July the Brussels leaf-tobacco market was active, due to the heavy demand for American and San Domingo yellow leaf. This demand was mostly from central Europe, with a few Belgian purchases. (Acting Commercial Attache Samuel H. Cross, Brussels, July 14.)

American Purchases of Bulgarian Tobacco

American buyers are again becoming active in the Bulgarian tobacco market, and it is reported that considerable quantities of tobacco have been purchased. It is understood that some of these purchases were made before the lev had reached its present high level, so that the purchasers have suffered no loss on account of the exchange situation. At present, however, it is reported that tobacco transactions have practically ceased. (Consul Graham H. Kemper, Sofia, July 14.)

GROWING DEMAND FOR CANTON TOBACCO

Vice-Consul M. M. Hamilton, Canton, China.

The growing demand for Canton tobacco is reflected in the rapid rise in price. Nam Hung No. 1 was quoted at $18 per picul of 133 1-3 pounds on September 1, 1922, and at $27 per picul on March 15, 1923. Due to the brisk demand, it is believed that production this year will be larger than last year, which may cause a drop in price. The yearly production of Nam Hung tobacco is estimated at about 30,000 bales.

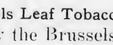
The principal varieties of leaf tobacco exported from the Canton district are the Nam Hung, the Nanning, the Chiv Yeung, the Pak Low, and the Tai On. Of these the Nam Hung is by far the most important. The Nam Hung tobacco is grown near the northern border of Kwangtung, north of Shiuchow. There is one crop a year, the harvest occurring in the month of July. As the crop is sun cured, it is not safe to ship until two months after harvesting. Practically the entire crop is marketed in Canton. When ready for shipment to Canton the tobacco is transported by water to Shiuchow and from there by Canton-Hankow Railway to Canton. The shipments which come down from the country are in native packing—that is, all grades mixed together in one bale.

At Canton the tobacco is purchased from the upcountry merchants by Chinese dealers who specialize in tobacco for exportation. These dealers sort the tobacco into three grades—Extra, No. 1 and No. 2. By means of native presses the tobacco is packed for exportation in bales of 110 catties, or 146 2-3 pounds net, with a double mat covering, and is sold to European commission houses for shipment abroad.

Business Building

(*Continued from Page 14*)

birthday, having forgotten that he told you himself. He will feel that you greatly appreciate his trade and he will resolve to continue giving it to you, no matter what temptation is offered him to bestow it elsewhere.



I have sympathy and compassion for you, Friend Dealer. The reason? 'Cause you haven't a boss. And that is very unfortunate; though strange to say, a good many rejoice at their misfortune.

Everybody should have a boss. It keeps a man on his toes, and unless he is on his toes he doesn't cut much ice.

The worker has the foreman, the foreman has the superintendent, the superintendent has the president, the president has the board of directors, the board of directors have the stockholders. And every stockholder has a wife who wants to go to Europe every year.

These big establishments just *must* make money, or some one will lose his job—and a man who is pulling down a thousand a week will keep things on the hum to hold his job.

But you, poor fellow, have no boss. And you just naturally acquire that take-it-easy feeling. And it grows on you. And continues to grow. And you never know it. And then you get in the Rut—the deadly rut. You get the "good-enough" habit, and the "what's-the-use" custom. You get careless, and indifferent, and even lazy.

You don't put interest in your show windows, or in displaying your goods, or in buying with the utmost care, or in watching the preferences of your customers.

You don't realize that the rut leads to the chute and that the chute glides you softly, gently, pleasantly, lazily, to the land of Nowhere, where the customers cease from buying, and the lazy are at rest.

Oh, how I wish you had a boss!

NOW IS THE TIME FOR BOX SALES

The vacation season is also the season for the retailer to take advantage of the opportunity for making box sales to his customers. Inquire casually of the time your customer expects to take his vacation and how long he expects to be gone. This must be handled tactfully, of course, unless you are on very friendly terms with each other. After getting the information as to when and how long, then inquire if he is sure he can secure his favorite smoke while he will be away, and urge him to lay in a supply before he goes away, so as to be sure not to have his vacation spoiled by having to smoke strange brands, and also something he may not like. He should, of course, be given some inducement also for the outlay of money in advance, especially if he is in the habit of spending only twenty-five or fifty cents at a time for smokes. There are certain advantages to the retailer in making box sales and the customer has a right to expect a reduction of some kind when he buys in quantity.

Get the Utmost in SALES and ADVERTISING Values from your Cigar Containers by Packing Your Brands Exclusively in Wooden Cigar Boxes.

We Manufacture Quality Cigar Boxes and render prompt Service.

WILLIAM N. LESCHEY
HANOVER PENNA.

Members of the industry are cordially invited when in Philadelphia to make the offices of

The Tobacco World

their headquarters, and to make use of our services in any and all ways. For conferences a private office will be placed at their disposal, if desired. Remember the address, 236 Chestnut Street, Philadelphia, Pa.

Telephone, Lombard 1768

5c "Keen Kutter" 5c
NONE BETTER FOR THE MONEY

¶ Guaranteed to be wrapped with Imported Sumatra and filled with Havana. The best *Nickel* cigar on the market for the money.

Write for open territory to

H. F. MARTIN
YORK :: :: PENNSYLVANIA

Du Pont

"A BETTER CIGAR for 10c"

MADE-IN-TAMPA
BY
VAL. M. ANTUONO

TADEMA HAVANA CIGARS
Argüelles, Lopez & Bro.
MAKERS
General Office and Factory, TAMPA, FLA.
Eastern Office 222 Pearl St. New York
Warehouse Havana Cuba

F. LOZANO, SON & CO.
HAVANA CIGARS
TRADE MARK
F. LOZANO
FLOR DE NARVEZ
VICLO

WALLS COURT
EL LESSERO
CALATRAVA
REG. U. S. PAT. OFF.
FACTORY & MAIN OFFICE, TAMPA, FLA.
NEW YORK OFFICE, 437 FIFTH AVE., N. Y.

Detroit News

(Continued from Page 12)

Ralph Damon, Michigan representative for Ruy Suarez & Company, manufacturers of "Planco" cigars, has returned from a trip through the State, where he found "Planco" cigars repeating in sale everywhere.

Mort Hammer (Marcelino Perez & Company), the go-get-'em on "Tuval," "Rendencion" and "Count Ponchartrain" cigars, gave our busy city the once-over last week. Mort secured some very fine business on the three above-mentioned brands and left for the West feeling as happy as the birds are in May.

Herb V. Mesick, Middle West representative for Cuesta, Rey & Company, Tampa, Fla., was on the list of visitors here last week. While here Herb made arrangements with Chas. F. Becker Company for the distribution of "Cuesta Rey" cigars in Detroit and vicinity. He was favored with a very fat order for many thousands of the choice sizes and packings.

Tom Deane, general representative of the G. H. P. Cigar Company, manufacturers of "El Producto" cigars, has been sojourning in our midst for several weeks. His company recently opened up their own distributing house here and Tom has been busy getting things in shape.

Harry A. McCrary, of San Martin & Leon, Tampa, Fla., called on the trade here last week and reported a very satisfactory business.

Jack Laffrey, formerly associated with M. A. LaFond & Company as manager of one of their retail stores, has accepted a position with the American Tobacco Company, and will travel different sections of the State, boosting the sale on plug and smoking tobacco.

George Becker, representing the cigar department of Park & Tilford, called on the trade here last week. George made the rounds of all the golf and country clubs and secured some nice business on his high-grade line.

W. D. Walker, of S. S. Pierce & Company, Boston, Mass., called on the Detroit clubs and leading retailers last week and reports a very fine business on his high-grade line.

Dale M. Capen, the congenial greeter of the Franklin Hotel, has returned from a two weeks' vacation at Saugatuck, South Haven and the watering places along Lake Michigan.

Claude E. Turner, of "Charles the Great" fame, blew into the city last week for a few days and reported business along the line covered as extremely good. Claude spent the week-end with "Doc" Watkins at his cottage on Union Lake and journeyed over to the Aviation Country Club for a game of golf on Sunday. The score has been kept a secret for some reason, but I don't know why. Anyway, we have some expert shooters in this line ourselves, and they prove it on the green. How about it, Claude?

The Holton Distributing Company, distributors of "Councilman" cigars (Rush Manufacturing Company), are meeting with great success in Detroit on this high-grade brand. An extensive advertising campaign will soon be put on under the direction of B. F. Johnston, factory representative for the Rush Manufacturing Company. Two window artists will also assist Mr. Johnston in the publicity work of covering the city from end to end.

"Dutch Master" and "Harvester" cigars, are being sold exclusively to the thousands of smokers who are attending "The Awakening," Shadukiam Grotto's summer pageant, which is being staged nightly at Dexter Boulevard and Davidson Avenue. This is the greatest outdoor pageant ever held in Detroit or elsewhere.

A. P. Harvey, department manager for Liggett & Myers Tobacco Company's cigarette department, was a recent out-of-town visitor, who called on the jobbing trade. Mr. Harvey was accompanied by Mr. Jones, division manager for the State of Michigan.

Edgar J. Benson, 512 Charlevoix Building, returned last week from Chicago, where he was re-elected secretary of the International Association of Salesmen at its third annual convention.

Arthur F. McRener, president of the Alberta Cigar Company, returned this week from a trip of ten days through the State in the interest of "Green Seal" cigars. Mac informs me that "Green Seal" cigars are repeating in sale in every section of the State and that his jobbers are giving him wonderful support on his brand.

Harry H. Parr, division manager for the American Cigar Company, has returned from a trip through the State in the interest of "Chancellor" cigars, and states that his brand is showing some real speed and growing rapidly in sale in every section.

Now is the time to mail in your subscription for the fall numbers of THE TOBACCO WORLD which tell all the latest news and happenings regarding the tobacco and cigar industry.

Yours truly,

Mike of Detroit

HIGHER PRICES PREDICTED FOR NEW TOBACCO CROPS

According to present indications prices will be still higher for the new crop of tobacco. These crops are reported to be of excellent quality and will have a larger yield than last year.

Attention at the present time is being centered on the Porto Rican crop and interest is lagging in other lines. This crop is of good quality and dealers are laying in heavy stocks to guard against a possible inferior crop for next year. Cigar manufacturers report business improving and say there is a tendency now toward the higher priced cigars. The vacation season has been of material aid to business on account of travelers stocking up with their favorite brand before leaving their home town.

IMPORTANT MERGER UNDER WAY

Two of the world's largest tobacco concerns are negotiating with each other with the idea of merging into one big company. They are the Tobacco Products Corporation and the British-American Tobacco Company. Harold Stanley, president of the Guaranty Company, in New York City, and a director of the Tobacco Products Corporation, has just returned from a visit to Europe, and admits that he conferred there with George Whelan and others connected with the Tobacco Products Corporation.

It is understood that Mr. Whelan is in London negotiating with the British-American Company.

Mr. Stanley said that there was no possibility of American interests gaining control of the French tobacco monopoly.

WAITT & BOND
Blackstone
CIGAR
Havana
Filler
Absolutely!

GONZALEZ & MENDEZ, INC.

CLEAR HAVANA CIGARS EXCLUSIVELY
TAMPA, FLORIDA
EDW. WODISKA, General Representative

SHEIP & VANDEGRIFT
INCORPORATED
NELSON M. VANDEGRIFT, President
CIGAR BOXES
QUALITY AND SERVICE
812-832 N. Lawrence St. Philadelphia, Pa.

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

MONTE CRISTO:—43,363. For cigars. July 10, 1923. Lincoln Bros., New York, N. Y. (Originally registered by Pincus Pohalski & Co., New York, N. Y., December 12, 1871.)

WHATSAY:—43,364. All tobacco products. July 6, 1923. George Schlegel, Inc., New York, N. Y.

SAN JACINTO:—43,365. For cigars, cigarettes and tobacco. May 15, 1923. Gradiaz, Annis & Co., New York, N. Y.

FOURTH ESTATE:—43,366. For cigars. June 2, 1923. Charles Weaving, Boston, Mass.

THE BALDWIN:—43,367. For pipes of all descriptions and smokers' articles. July 10, 1923. Adolph Frankau Co., Inc., New York, N. Y.

KEHAYA:—43,369. For cigarettes. July 5, 1923. Miss Kula Papas, Weehawken, N. J.

LUIS ANGEL FIRPO:—43,370. For all tobacco products. July 13, 1923. Schwarzkopf & Ruckert, New York, N. Y.

DONIPHAN:—43,371. For all tobacco products. July 13, 1923. George Schlegel, Inc., New York, N. Y.

DELGTE:—43,372. For all tobacco products. July 13, 1923. George Schlegel, Inc., New York, N. Y.

ARABIAN NIGHTS:—43,373. For cigarettes. May 28, 1923. Adil Murad, New York, N. Y.

DRACUT:—43,375. For all tobacco products. July 13, 1923. George Schlegel, Inc., New York, N. Y.

DUEWEST:—43,376. For all tobacco products. July 13, 1923. George Schlegel, New York, N. Y.

LOVELOCK:—43,377. For all tobacco products. July 13, 1923. George Schlegel, Inc., New York, N. Y.

3-40-8:—43,379. For cigars. June 22, 1923. Caroush & Gross, New Bedford, Mass.

GRAND PRIX:—43,380. For cigarettes. May 25, 1923. Rosedor Cigarette Co., New York, N. Y.

DEAUVILLE:—43,381. For cigarettes. July 17, 1923. Pinkus Bros., New York, N. Y.

CHORE BOY:—43,383. For plug, smoking, scrap, fine cut, snuff and cigarettes. July 20, 1923. Scotten-Dillon Co., Detroit, Mich.

MOUNTAIN PASS:—43,384. For cigars, cigarettes and tobacco. June 13, 1923. The Ruxton Cigar Co., Baltimore, Md.

HON. MAGNUS JOHNSON:—43,385. For all tobacco products. July 23, 1923. C. B. Henschel Mfg. Co., Milwaukee, Wis.

TRANSFERS

BELKOMA:—39,257 (United Registration Bureau). For cigars, cigarettes, cheroots and tobacco. Registered June 23, 1915, by Mino Cigar Factory, New Orleans, La. Through mesne transfers acquired by N. O. Cigar Box Co., New Orleans, La., and re-transferred to Marine Cigar Co., Inc., New Orleans, La., June 26, 1923.

JAMES LICK:—42,918 (Tobacco Merchants Association). For all tobacco products. Registered November 24, 1922, by American Box Supply Co., Detroit, Mich. Through mesne transfers acquired by The Buehler Leaf Tobacco Co., Detroit, Mich., and re-transferred to the James Lick Cigar Mfg. Co., Detroit, Mich., July 6, 1923.

WM. C. BOND:—26,353 (Tobacco Leaf Publishing Co.). For cigars, cigarettes, cheroots and tobacco. Registered October 20, 1903, by O. L. Schwencke Litho. Co., Brooklyn, N. Y. Transferred by The Moehle Litho. Co., Inc., Brooklyn, N. Y., successor to O. L. Schwencke Litho. Co., to Grommes & Elson, Chicago, Ill., July 17, 1923.

VICTOR HERBERT:—14,286 (Trade-Mark Record). For cigars. Registered January 15, 1895, by Schumacher & Ettlinger, New York, N. Y. Transferred by American Litho. Co., New York, N. Y., successor to Schumacher & Ettlinger, to The Raubitschek Co., Pittsburgh, Pa., October 23, 1901, and re-transferred to Central Cigar Mfg. Co., New York, N. Y., June 13, 1923.

LA FINOLA:—32,985 (United States Tobacco Journal). For cigars. Registered May 16, 1907, by M. A. Price, Benton Harbor, Mich. Transferred to Chicago Box Co., Chicago, Ill., July 12, 1923, and re-transferred to J. G. Pauly, Elgin, Ill., July 16, 1923.

LA MARTINA:—32,420 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered November 15, 1906, by O. L. Schwencke Litho. Co., Brooklyn, N. Y. Through mesne transfers acquired by Cole Litho. and Printing Co., Chicago, Ill., and re-transferred to H. Weiss, New York, N. Y., July 10, 1923.

METROLITE:—29,403 (Trade-Mark Record). For cigars. Registered December 18, 1903, by Klingenberg Bros., New York City. Transferred by Adolph Frankau Co., Inc., New York, N. Y., successors to Klingenberg Bros., to Manuel Vazguez, Inc., New York, N. Y., July 10, 1923.

Current Business Facts

Hockanum, Conn.—The 1923 crop of tobacco in the Connecticut River Valley is beginning to be harvested.

Knoxville, Pa.—The Cherokee Brick Company has begun manufacturing 50,000 bricks per day at its new electrically driven plant, which was built at a cost of $200,000.

Baltimore, Md.—Merchants here have asked Mayor Jackson to cut 60 per cent. of the increase in valuation off their tax bills, but have decided to accept the Mayor's offer of a 33 1/3 per cent. cut, whereby they will save from $8000 to $10,000. (Not so bad at that.)

Durham, N. C.—The United States Heading Company will manufacture heading and other materials for barrels, crates and similar packages on an extensive scale. Nathan Lunxford, of Roxboro, N. C., is named in the charter as president. Authorized capital is $250,000.

Kane, Pa.—The factory of the Interstate Glass Copany, at Mount Jewett, manufacturers of window-glass, will start in operation on July 30 following a shut-down of a year. The plant is considered one of the most modern in the country, having been rebuilt since the shut-down.

AMERICAN GIRLS BEST YET

New York, July 26.

In spite of the fact that the American girl smokes cigarettes and dances considerably, she is better morally than the average European girl, according to Miss Elsa Brandstrom, social worker of Sweden.

MUST DISCONTINUE MISLEADING ADVERTISING

Orders to discontinue the use of misleading legends in connection with the advertisement and sale of cigars have been issued by the Federal Trade Commission against the King-Ferree Company, Inc., Greensboro, N. C.

The Commission's order specifies that the King-Ferree Company must cease and desist from using the word "Vantampa" alone, or in combination with other words, in brands, labels or legends on cigars, and the containers thereof manufactured by the company in Greensboro, N. C., or any other place than the city of Tampa, Fla., or the Tampa district, so-called, unless if the cigars in fact are not made in Tampa or the Tampa district, such word or words are followed by words in type or lettering equally conspicuous with the word "Vantampa" which state the true place of manufacture.

CIGAR BOXES

Dependable service—Quality packages—to meet any requirement in the Wooden Containers for Cigars

The WOODEN package is the retainer of AROMA from Factory to Consumer

The Buckley Cigar Box Co., 24 Vine St., DESHLER, OHIO.

The Buckley Box Co., 1106 West Town St., COLUMBUS, OHIO.

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
WESTERN REPRESENTATIVE:
PAUL PIERSON
139 North Clark Street, Chicago, Ill.
Cigar Labels, Bands and Trimmings of Highest Quality

OSCAR PASBACH, PRES. J. A. VOICE, SECY. & GEN'L MANAGER
PASBACH - VOICE
LITHOGRAPHING CO. INC.
ART LITHOGRAPHERS
GRAND STREET AND MORGAN AVENUE
BROOKLYN, N. Y.
CIGAR LABELS - CIGAR BANDS

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
2309 Russell Street Detroit, Mich.
Corner of Gratiot Street
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

SINCE 1870
CIGAR BANDS CIGAR LABELS
SPECIAL PROCESS
WM. STEINER SONS & CO.
257-265 W. 17th St. - New York City
Sole Distributors for New Model Cigar Banding Machine for Ungummed Bands

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

Dealers CAN NOW GET DILL'S BEST SMOKING TOBACCO THROUGH ANY REGULAR JOBBER
J. G. DILL CO.
RICHMOND, VA.
Manufacturers of HIGH GRADE SMOKING TOBACCO.

GROWERS
AND
PACKERS
OF

Connecticut Shadegrown Wrappers

Florida and Georgia
Shadegrown Wrappers

Connecticut Broadleaf

Connecticut Havana Seed

Stripped and Booked Porto Rico Fillers

AMERICAN SUMATRA TOBACCO CO.

131 Water Street New York City

AUGUST 15, 1923

VOLUME 43 NO. 16

THE TOBACCO WORLD

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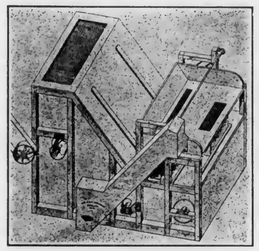
U. S. Department of Agriculture

JOHN H. BAKER
SCRAP CUTTER
AND
SEPARATOR



A Scrap Cutter and Separator that really does separate

Write for descriptive matter and new price

Cigar Manufacturers Making Short Filler

CIGARS

Will do well to try our

Blended Scrap Havana Aroma

On the market since 1902

Twenty years giving satisfaction right along

HAS A FINE AROMA

CAN'T TELL IT FROM THE REAL HAVANA

Write for sample and price

Baker Tobacco and Cigar Machinery Company

YORK, PENNA.

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST. PHILA., PA.

WOODEN BOXES are better

For this reason

Better for display. Compact, varied and eye-catching window and counter displays are most easily gotten with Wooden Cigar Boxes. With little effort you can show all kinds of effects and combinations. Wooden Boxes do not have to be juggled, they need only be arranged.

and for these 5 other reasons:

1. CONVENIENCE: Practically all cigar windows and show cases are designed particularly for the display of Wooden Cigar Boxes. They permit the use of all the space, and show to better advantage.
2. BETTER PRINTING: There is no comparison between Wooden Cigar Boxes and inferior substitutes when it comes to beauty of printing and lithography. You can do almost anything with wood, while the possibilities with other packages are limited.
3. PERFECT AGING: Cigars age normally in wood, retaining their natural aroma from factory to smoker.
4. SATISFACTORY SELECTION: A smoker likes to see the whole length of a cigar in the box. He wants to compare the size, shape, color and finish of the various brands you show him.
5. NATURALNESS: Cigars are a vegetable product, and belong in Wooden Cigar Boxes. The wood adds a mellowness and richness to the cigar, improving its quality.

Ask the Manufacturer of Quality Cigars why he uses Wooden Boxes. He has learned there is no substitute.

THE BEST CIGARS ARE PACKED IN WOODEN BOXES

LA PALINA
IT'S JAVA WRAPPED
CIGAR
Ask your jobber for the new and beautiful La Palina window display material. Nothing like it has ever been offered to cigar dealers.
More than one hundred and fifty million sold yearly.
CONGRESS CIGAR COMPANY
Philadelphia

"For Gentlemen of Good Taste"
SAN FELICE
2 for 15c
TWO GOOD CIGARS
EL VERSO
10c—2 for 25c—15c
THE DEISEL-WEMMER CO.
MANUFACTURERS - - LIMA, OHIO

GONZALEZ & MENDEZ, INC.

CLEAR HAVANA CIGARS EXCLUSIVELY
TAMPA, FLORIDA
EDW. WODISKA, General Representative

TRADE "JARSO" MARK

to pack your cigars in inferior boxes and may cause you considerable loss. Order cigar boxes of quality — the kind we manufacture—the demand is increasing daily. Get busy.

TRADE "JARSO" MARK

TRADE "JARSO" MARK

MONROE JARRETT SONS
MANUFACTURERS OF
CIGAR BOXES
S. W. Cor. Randolph and Jefferson Sts. - Philadelphia, Pa.

TRADE "JARSO" MARK

WAITT & BOND

Blackstone
CIGAR

Havana

Filler

Absolutely!

ABOVE ALL
BOLD
NOW
2 for 15c

The recognized standard of cigar quality and cigar value. Bold's pre-eminent popularity is due solely to incomparable and unchangeable quality.

Bobrow Brothers, Inc.
Manufacturers
Philadelphia Penna.

STICK TO Cinco - IT'S SAFE

2 for 15c
everywhere

OTTO EISENLOHR & BROS. INC.
PHILADELPHIA —— EST. 1850

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

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Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

FOR SALE

FOR SALE—ONE COMPLETE SET NEWTON-STOAKES LETTERING PENS, with inks and complete instructions for making nifty show cards and price tickets. Absolutely new. Address Box 451, care of "The Tobacco World."

BUSINESS OPPORTUNITY

MODERN EQUIPPED FACTORY. Desirably located, State of Pennsylvania. Steam heated. Capacity 100,000 minimum, 200,000 maximum. Producing good workmanship. Scale of price right for 10-cent line. Actively operating at present with good organization. Rent reasonable. Further details on inquiry. Address Box 454, care of "The Tobacco World."

WANTED

WANTED—A POSITION AS SUPERINTENDENT. Twenty-seven years of experience as a manufacturer of cigars; hand, mold or suction. A man that knows how to get results. Address Superintendent, care of "Tobacco World."

SITUATION WANTED

A CAPABLE CIGAR FACTORY EXECUTIVE AGGRESSIVE with initiative and executive ability to handle large factory or factories, capable of starting chain of factories; will be open for position shortly. Address Box Z, care of "The Tobacco World."

The Tobacco World

Established 1881

VOLUME 43 AUGUST 15, 1923 No. 16

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

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Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

PRICE: United States, Canada, Cuba and Philippine Islands, $2.00 a year. Foreign, $3.50.

Harry Blum's
NATURAL BLOOM
QUALITY CIGARS

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Have you seen the big full page newspaper series?

Save from $52 to $78 a year

You will be amazed to see how the use of "Bull" Durham will cut down the cost of your smoking.

How is it possible to give you quality at the low cost of 10 cents for 50 cigarettes?

ANSWER: The government tax alone on 50 machine-made cigarettes is 15 cents—5 CENTS MORE THAN THE COST OF 50 "BULL" DURHAM CIGARETTES TO YOU!

The average smoker saves $1 to $1.50 a week by "rolling his own" from "Bull"—or from $52 to $78 a year. This makes quite a Christmas fund—or pays for a fine trip.

GENUINE
"BULL"
DURHAM
TOBACCO

Guaranteed by The American Tobacco Co.

50 GOOD CIGARETTES 10¢

(Reduced facsimile of Newspaper Page)

To Whom It May Concern:

To the right you see the LIBERMAN POWER SCRAP BUNCH MACHINE which has for more than a year been working successfully in many high grade cigar factories.

You can LEASE or BUY it with Service Guaranteed.

It makes Perfect Bunches of any size and shape—out of any size scrap.

Its daily production is 4000 to 7000 Bunches—depending on the speed of the operator.

The latest improved model is Simple in Construction and does not require a mechanic to adjust and keep in order.

FULL PARTICULARS ON APPLICATION

LIBERMAN MANUFACTURING CO.
N. W. Cor. 20th St. and Allegheny Ave.
PHILADELPHIA, PA., U. S. A.

MARSHALL FIELD

The manufacturer has devoted his life in the science of tobacco curing, and the art of blending. The objectionable properties which tobacco contain are eliminated, such as Rosin Gum which makes tobacco strong, and the natural Ammonia which makes tobacco sharp and bitey. It is then ripened, mellowed and blended.

All Marshall Field Cigars are

Very, Mild,
Regardless of Color

Distinctive Quality

MARSHALL FIELD—Wrapped with finest Vorstenlanden Java

No Other Cigar in America Like It

It is different
There are reasons for it

LIKED BY ALL WHO SMOKE THEM

Pioneer 10c; Field 2 for 25c; Bankers, wrapped two in foil, 2 for 25c; Marshall 15c; L. Corona 15c; Standard 3 for 50c

HOWARD F. PENT, President
THE CORAZA CIGAR COMPANY - 7th and CHERRY STREETS PHILADELPHIA, PA.

Volume 43

THE TOBACCO WORLD

Number 16

Established 1881

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, AUGUST 15, 1923 Foreign $3.50

EDITORIAL COMMENT

After all nothing satisfies like a good cigar

AFTER much thought and effort the committees of The Tobacco Merchants Association have submitted through the organization the above slogan for the cigar industry.

One thing is certain; something has been started in the right direction and we hope that every member of the industry, as well as its allied branches, will use every possible method to give this slogan and its design the widest publicity.

If the cigar industry has not realized it before, it is high time for them to very seriously consider the fact that if they do not give their efforts unselfishly to aid the prosperity of their industry, no one else is very likely to do it for them.

This means for the leaf grower and dealer, the lithographer, the cigar box manufacturer, and the manufacturer and supplier of every product used in the cigar industry to get solidly and enthusiastically behind this movement to popularize this slogan and thereby increase the smoking of cigars.

The alert manufacturers, jobbers and retailers cannot fail to realize that it is necessary to spend money to popularize cigar smoking and increase cigar consumption. This cannot be left for "George" to do. This is something you must do yourself.

If a man should walk into your dining-room at meal time and take your bread and butter from the table and attempt to walk out with it, we imagine you would put up an argument, and if it was all the bread and butter you had you *might* put up a stiff fight for it.

The cigar business is the bread and butter of tens of thousands, yet someone is walking off with their business and they have up to this time put forth very little effort to retain it.

Every firm advertising cigars, in any form whatever, should be sure to use this slogan in its exact form in connection with their advertising. This includes car and window cards, posters, billboards and all other advertising of a similar character.

In addition it can be used on letterheads, envelope flaps, cigar boxes and all forms of lithography.

Write The Tobacco Merchants Association today, if you have not done so, for cuts suitable for your purposes.

Let the industry not forget that the effect of this campaign will not be felt in a day, or a week, and probably not in a year. The cigar business has been sick, it has made little progress in years, and where there is a serious condition to be remedied it requires, above all things, time to effect the cure.

Every organization in the country should get behind this slogan to the fullest extent, and every progressive firm or individual sincerely interested in furthering the consumption of cigars now has a foundation upon which to begin his work.

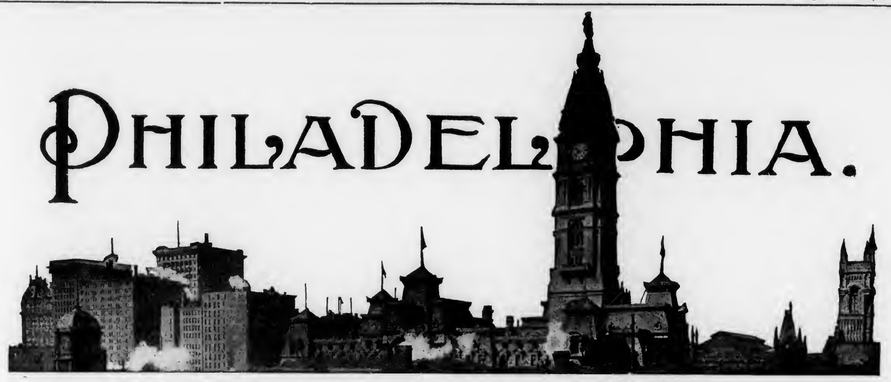
Co-operative effort is absolutely essential to success, and since so great a number of manufacturers and merchants have their fortunes tied up in the cigar industry, there can be no hesitancy in predicting that the efforts of The Tobacco Merchants Association will receive the fullest support from those, throughout the entire nation, whose livelihood is more or less dependent upon the prosperity of the cigar business.

YOUNG CALVIN COOLIDGE WORKS ON TOBACCO FARM

Up in Hatfield, Mass., Calvin Coolidge, Jr., son of the President of the United States, is working every day on the tobacco farm of Dickinson & Day, helping in the fields and tobacco sheds. Young Coolidge and his chum Baker, when they applied for jobs, said they wanted to earn some money during their vacation from school.

A quiet evening at home now means a couple of cigars, a $2 book, a dollar's worth of candy and a couple of dollar-and-a-half phonograph records.

PHILADELPHIA.



In spite of the fact that the vacation season is upon us, business in Philadelphia is holding up very well, and sales of tobacco are gathering momentum, and all indications point to higher prices in the fall on account of the better quality of the crop which will be offered at that time.

The larger wholesalers report that retailers are buying in small quantities at the present time, but predict that the gross amount of sales will be much larger than for 1922.

Connecticut tobacco is showing wonderful development under the favorable weather which has arrived and priming is well under way in some instances and the crop will be ready to harvest in a short time. The growers are anticipating a shortage of labor when the harvesting time arrives and therefore higher prices for labor, which means higher prices for the tobacco when it reaches the market.

The old adage, "It pays to advertise," is being well borne out at this time, as the firms making nationally known brands continue largely oversold in spite of the fact that the smaller manufacturers, whose brands are not so well known, are feeling the present depression very keenly.

ANOTHER CASH REGISTER STOLEN

Thieves today are not satisfied with the contents of the cash register, but they have tried in two cases to carry the cash register away also, but in both cases it has proven too much for them, and has resulted in lodging the parties implicated in jail.

On the evening of August 6, Jacob Brownstein, who keeps a cigar store at Third and Washington Streets, was awakened about three o'clock in the morning by a commotion in his store and upon going downstairs to investigate found a policeman in a tussle with three men who had carried his cash register to the street preparatory to loading it in an automobile to carry it away. Two policemen were walking their beat near the store when they heard the crash of glass and saw the men enter the cigar store. They separated and came on the men from different directions and after a tussle took all three of them to the station.

CAMPAIGN AGAINST SMOKING IN FACTORIES

An employee in the plant of the Barrett Manufacturing Company was arrested by order of Fire Marshall Elliott, for disregarding the fire warnings posted about the buildings and indulging in a short smoke. The man was caught in the act of striking a match and lighting a cigarette inside the plant.

NELSON VANDEGRIFT ON VACATION

Nelson M. Vandegrift, president of Sheip & Vandegrift, Inc., left last week with Mrs. Vandegrift on a vacation which will last until after Labor Day. Mr. and Mrs. Vandegrift are guests on the yacht of J. Fred Betz.

GETS HEAD CAUGHT IN EISENLOHR FENCE

Remember the old story of how curiosity killed the cat—well here's another one. Neighbors in the vicinity of Forty-second and Pine Streets, were aroused by the shrieks and howls of a boy on Sunday, August 5th, and upon investigating found that the boy had stuck his head between the bars of the fence in front of the home of Otto Eisenlohr and could not withdraw it.

A couple of firemen were necessary, and an iron bar, to pry the bars apart and release the boy—sadder and wiser.

JIMMIE KANE ENLARGING FACTORY

Jimmie Kane, manufacturer of the "Philadelphia Link" and several other brands well known in this city, is enlarging his factory at 24 South Second Street, and will also have an up-to-date retail store in the front of the building with fine, new, modern fixtures.

During the alterations the "Philadelphia Link" is being manufactured as usual in a building just across the street.

CONGRESS NEW OFFICES NEARLY COMPLETE

At the new "La Palina" factory of the Congress Cigar Company, at Third and Spruce Streets, where the main offices of the company are now located, the magnificent new offices are fast nearing completion and will probably be finished before the end of another week. In spite of the fact that the workmen are hindering the work of the office force considerably, the move from the old offices on Second Street was made about a week ago.

On account of the character of the work in finishing these offices much care is required and progress is necessarily slow. When completed, these offices will be without doubt the most complete and magnificent in any cigar factory in the world, as no expense has been spared.

Samuel Paley is spending the week in New York City.

Mr. Bock, of Bock-Stauffer Company, Pittsburgh, Pa., was a recent visitor at the factory, as was A. E. Stocker, of Canton, Ohio.

DUSEL, GOODLOE & COMPANY REPORT GOOD BUSINESS

At the main office of Dusel, Goodloe & Company, who distribute "La Primadora' for this territory and Atlantic City, they report business on this well-known brand forging ahead rapidly, in spite of the fact that they have been distributing this brand but a short time. Many repeat orders have already been received and this brand is becoming well entrenched in this city.

This firm also distributes many other nationally known brands, among them being Waitt & Bond's "Blackstone"; the "Webster" brand; "Virginia Lee"; "Chancellor"; "Antonio & Cleopatra"; etc.

CORAZA HEAD RETURNS FROM TRIP

Howard F. Pent, president of the Coraza Cigar Company, at Seventh and Cherry Streets, has just returned from an extensive trip through the Middle West in the interest of their brand, the "Marshall Field." Mr. Pent reports that prospects for their brand in the territory just visited look very promising. The "Marshall Field" is a Java-wrapped cigar and their slogan is "As good as its name." Mr. Pent has had wide experience in the manufacturing of fine cigars and the smoker need have no fear as to the quality of this brand.

J. L. Langsdorf has returned from a visit to their distributors in the Middle West and reports business very satisfactory on their brands there.

The Juan Portuondo Cigar Manufacturing Company have added to their sales force E. T. Leguillon, who will cover Virginia, Tennessee and Alabama in the interest of the Portuondo brands.

Bayuk Cigars, Inc., formerly Bayuk Brothers, Inc., report orders coming in satisfactorily, considering the time of year that is at hand, and also report their factories running to capacity.

The cigar store at Twenty-second and Market Streets has been purchased by Morris Cohen, who now operates the cigar store at Twenty-third and Ludlow Streets. Both stores will be operated by Mr. Cohen in the future.

Samson Suer has taken over the Fourth Street Smoke Shop at the corner of Fourth and Sansom Streets, and is carrying a variety of cigar brands. He is catering to box trade also.

Benjamin N. Duke, an international figure in the tobacco industry, was in Philadelphia on Tuesday enroute to Atlantic City, N. J., for a brief vacation.

The employment of female help is very dull at the present time, according to Miss Rebecca W. Ball, Superintendent of the State employment office for women, although there is a fair demand for experienced women cigarmakers, and substitute stenographers.

Herbert Holzman, of the leaf tobacco firm of Strouse and Holzman, of Water Street, New York City, was a visitor to Philadelphia last week.

A new size has been added to the "Girard" family by Antonio Roig & Lansdorf, the manufacturers. This new size is known as "Epics," packed in 1/20th boxes and retailing at ten cents.

A new cigar store has been opened at Twenty-third and Spruce Streets by D. Sherr.

Ben Straus of "Optimo" fame visited their distributors, Yahn & McDonnell, last week.

Bill Bailey, the well-known retailer and distributor at Second and Arch Streets, reports business very satisfactory, considering that the vacation season is in full swing at this time.

L. H. FINK DEAD IN AUTO SMASH

Detroit, Mich., Aug. 13, 1923.

L. H. Fink, wholesale and retail cigar dealer in Muskegon, Mich., died in the Mercy Hospital on Saturday afternoon as a result of injuries received in an automobile accident on Saturday. The accident occurred on the Bolt Highway. Three of the passengers were injured and Mr. Fink suffered concussion of the brain.

Mr. Fink was 56 years old and came to Muskegon from Milwaukee, where he was born, in 1883. About thirty years ago he went into business for himself, and in addition to his wholesale store he conducted three retail stands at the time of his death.

Mr. Fink was a charter member of the Muskegon Lodge of Elks, of the Knights of Pythias, Century Club, and Maccabees. He is survived by two sons.

ONE OF LIFE'S LITTLE TRAGEDIES

Tragedy is something that happens to you. Comedy is something that happens to the other fellow.

Evidence of one of these little tragedies came to light in the upper cabin of the Erie ferry, Youngstown, last Friday morning about nine o'clock. It (the evidence) was a straight, black, rubber-stemmed French briar pipe, with the bowl half-filled with ashes long since cold. It lay on a window sill at the right of one of the long seats.

Now a pipe—an old, well-sweetened pipe—is entitled to respect. To lose an old pipe is to lose an old friend; and that, you know, is tragedy.

That is why this writer picked up that lost pipe, brought it to the office and stowed it carefully in a desk drawer. So this is written in the hope that owner and pipe may meet again and that the shadow of another one of life's little tragedies may be lifted.—*New York Sunday News.*

TOBACCO CONSUMPTION INCREASING IN GERMANY

Although the present economic condition in Germany has changed the buying policy of the German manufacturers from wholesale to hand-to-mouth methods, it has not reflected unfavorably on consumption, is the statement of a cable from Alfred P. Dennis, special representative of the Department of Commerce. German tobacco consumption, states Mr. Dennis, has increased in a proportionate degree of the reduced scale of living, and workmen supplement their meager lunch by an increasing use of tobacco. Consumption of chewing tobacco, for which Kentucky, Ohio, and Maryland leaf is used, is steadily expanding. Consumption of pipe tobacco has increased 50 to 60 per cent., and the use of cigarettes fully 100 per cent. above pre-war consumption.

Although the production of tobacco in Germany has increased since the war, the quality of the leaf is inferior and substitutes for tobacco are being used on a broad scale.

DETROIT

Bailey-Wilkins Company Take on "Have-A-Tampa" Brand —Holton Distributing Company Discontinues Cigar Department—Joe and Sol DeYoung Move Into New Quarters—J. B. Thatcher Returns From Eastern Trip

Detroit, Mich., August 10, 1923.

AMERICANS hung up a new record for free spending, especially for luxuries, during the past year according to a report of the internal revenue bureau. Latest data available for the last twelve months from collectors, showed tremendous increases in business by manufacturers and merchants. These figures, linked with those of the Federal Reserve Board and commerce department, revealed that the past year's business was one of the best in history, not even excepting the war years. More money is being spent for candy, jewelry, cameras, cigars and cigarettes, and a lengthy list of so-called non-essentials than has been reported in the history of the revenue bureau. Automobile taxes collected represented sales of nearly $3,000,000,000.

The Hava-Tampa Cigar Company have appointed the Bailey-Wilkins Company, as the distributors of "Hav-A-Tampa" cigars, for Detroit and vicinity. This brand already has a wide distribution and is enjoying a splendid sale. A strong campaign will be put on by the Bailey-Wilkins Company, to push "Hav-A-Tampa" cigars to the front.

The Soper's Cigar Store in the Dime Bank Building, has a very attractive window display of the Falk Tobacco Company's products, this week, and the smoking public are sure to pick the winners, such as "Herbert Tareyton," "Stanwix," "Personal," "Johnnie Walker," etc.

The Holton Distributing Company, of this city, has discontinued their cigar and tobacco departments, and have gone out of the jobbing business on tobacco products.

Jack Planco (Ruy Suarez & Co.) the "Planco" ambassador, has been in our midst for a few days, making the rounds with Ralph Damon, state representative on the "Planco" line. They report business to be good in every section of the country where the "Planco" brand is on sale.

Samuel Gilbert, president of the Webster Cigar Company, was a recent visitor to the Water Street leaf market.

W. W. "Doc" Rosebro, of the New York-Tampa Cigar Company, manufacturers of "Personality" cigars, was on the list of out-of-town visitors, who gave Detroit the once-over last week.

Leo F. Weiss (Antonio Roig & Langsdorf), manufacturers of "Girard" cigars, called on the Howes-Shoemaker Company last week, local distributors of the "Girard" brand. The company is enjoying a very healthy business in this territory and the brand has many loyal boosters.

Joe and Sol DeYoung have moved into their new quarters at 130 Cadillac Square. They have also added to their fast growing cigar and tobacco business an up-to-date men's furnishing department, in which line Sol is a past master. These two hustlers did a wonderful business in the cigar line at their old stand at 144 Cadillac Square, where all the popular brands of cigars and cigarettes were sold at a reasonable reduction. In their new quarters they predict they will triple the old business. Sidney DeYoung is associated with his father and uncle in the business, being a clever salesman and buyer (just like his Dad) in the cigar end of the business; this department will be his specialty, as he is ever on the job.

Arthur G. Weidemann, of the American Box Supply Company, has returned from a trip to St. Louis, Mo., where he attended the semi-annual meeting of the Weidemann-St. Louis Box Company.

R. E. ("Bob") Ellis, of E. P. Cordero & Company, manufacturers of "Mi Hogar" cigars, was on the list of visitors here last week. Bob says his brand is going over big in every section of the country where it has been placed on sale.

S. C. Roper, of the Roby Cigar Company, Barnesville, Ohio, was a recent visitor to Detroit and signed THE TOBACCO WORLD register at Bert Johnson's.

"Germs can't stand tobacco, say scientists. A birthday cigar isn't tobacco, but we'll wager no germ can stand that either."

A. Solomon, of E. Kleiner & Company, Incorporated, manufacturers of "Marie Antoinette" cigars, called on the retail trade here last week and secured some nice business on this high-grade line.

John Schram, of Cleveland, Ohio, representing Fernandez, La Rosa & Company, manufacturers of "La Camporita" cigars, called on Detroit dealers last week.

John T. Woodhouse, of John T. Woodhouse & Company, has returned from a business trip to New York and eastern points.

H. Mueller, of C. F. Wilson, Incorporated, New York, N. Y., United States agents for various Manila factories, called on the jobbing trade here last week.

Joe J. Hochstadler, of the J. S. Pinkussohn Company, Savannah, Ga., was with us for a few days last week, and booked some fine orders on his smoking tobacco, which enjoys a big sale in our city and is handled by all the leading dealers.

Max Wohllobe, of S. Joseph & Company, Cincinnati, Ohio, manufacturers of "Razola" cigars, was a recent visitor to the city of Detroit.

W. E. Van Houten, Chicago, Ill., called on the retailers here this week with his line of "Moore Stogies."

Bernard Schwartz, of the Bernard Schwartz Cigar Corporation, has returned from a visit to the New York leaf market.

Harold Livingston, formerly with the J. L. Marcero Company, has accepted a position with the Tobacco Products Corporation, and will boost the sale on "Melachrino" cigarettes in Detroit and vicinity.

J. B. Thatcher, president of the American Box Supply Company, has returned from a business trip east, where he reports business to be in a very healthy condition.

J. C. Howard, of Faber, Coe & Gregg, Incorporated, called on the retail trade here last week and reported a very satisfactory business on his many high-grade brands.

Frank J. Horning (Consolidated Cigar Corp.), is doing some very effective work on "Dutch Masters" in our city. Frank is making the rounds of all the office buildings, interviewing cigar smokers and sampling them with the famous club size, which retails at fifteen cents.

The G. C. Damon Cigar Company have taken on "Picon" cigars (Ruy Suarez & Co.) which they will features in their chain stores. This brand will be controlled and sold exclusively in the Damon stores.

Samuel Litz, has opened a factory at 4155 St. Aubin Avenue, where he will manufacture "El Salero" cigars, as well as many private brands. "El Salero" is Java wrapped and Havana filler and will be made in several popular sizes.

Mr. E. Popper and Samuel Adler, of E. Popper & Company, manufacturers of "Ottima" and "Popper's Ace," were recent visitors to the city of Detroit, where they found both of their brands selling in excellent style. The "Ottima" label is controlled by the Watkins Cigar Stores Company, and the "Popper's Ace" is distributed by the Harry W. Watson Company.

"Blue Boar" cigarettes (American Tobacco Co.) are strongly entrenched in Detroit. The cigarette smoking public are demanding them and the counter displays are one hundred per cent strong. The boy with the crisp $2 bill as his calling card, was much in evidence and our local dealers rang up many extra two dollar sales, clear profit.

Louis C. Erdt, vice-president of the Tobacco Products Corporation, was on the list of visitors here last week. Louis was making the rounds of the jobbers and retailers with Billy Burke, Michigan representative of the company.

M. E. Myers, of Rosenthal Brothers, manufacturers of "R-B" cigars, is doing some very effective work on his brand here through the Charles F. Becker Company, local distributors of the "R-B" brand.

J. B. Annis, of Gradiaz, Annis & Company, manufacturers of "Don Julian" cigars, called last week on the Harry W. Watson Company, the Detroit distributors of "Don Julian." This cigar is enjoying a splendid sale and has a wide distribution.

Yours truly,

Mike of Detroit

HENRY ABRAMS DEAD

Henry H. Abrams, for the past ten years Tampa representative of the *United States Tobacco Journal*, died suddenly at his home, 605 South Newport Avenue, Tampa, Fla., on August 1st. He had not been well for some days, but his death was entirely unexpected.

Mr. Abrams was 52 years old. He was born in Richmond, Va., and his body was taken there for burial.

Of the numerous praiseworthy attributes of Mr. Abrams, the cigar manufacturers of Tampa can never repay the deep interest he took in their prosperity, and the reputation of their industry in that city. He was ever energetic personally, and with his pen, in endeavoring to further the best interests of the cigar-manufacturing industry in that city. In addition he was a Tampa "booster," and due recognition of that fact has been given by the daily newspapers of that city in their editorial columns.

The cigar-manufacturing industry of Tampa, and the city of Tampa, have suffered a loss in the death of Henry H. Abrams.

BRAZILIAN TOBACCO TRADE

Although Brazil is a large producer of tobacco, at the same time it imports fairly large quantities from the United States, China, and several other countries. China is Brazil's chief source of supply and the United States is the next in importance in this trade. The Chinese tobacco "Whongkong No. 1" is the principal quality imported and in some cases supplants the Virginia tobacco. Virginia tobacco is preferred by the trade on account of its quality, but larger quantities are not purchased because it becomes worm-eaten in this climate within three or four months. The quality of Virginia tobacco most used is "very bright, unstripped."

Prices for the "Whongkong No. 1," as well as the Virginia above referred to, range from 24 to 52 cents a pound, according to quality, averaging 34 cents a pound. Kentucky Green River tobacco is also imported in moderate quantities, quotations ranging from 24 to 32 cents a pound.

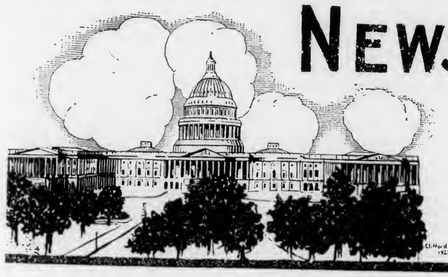
EXTENSIVE RAILROAD IMPROVEMENTS

More than $400,000,000 will be spent by the railroads in improvements this year, according to reports just received in Washington. Much of this money, of course, will be spent in securing new cars and locomotives to bring the equipment of the roads to a point where it is sufficient for the volume of traffic, but large sums are to be spent in track extensions and in the electrification of certain roads.

For more than a year, now, the railroads of the country have been spending money steadily in an effort to make up the gap in equipment caused by the cessation of all but absolutely essential purchases during and immediately following the war. During the time the roads were under Federal control, and for some months thereafter, it was impossible either to purchase new or make extensive repairs on old equipment, and cars and locomotives deteriorated to such an extent that it was necessary to rebuild them entirely.

By the end of 1924, it is confidently expected, the larger railroads of the United States will have caught up with track and terminal work and will be equipped with sufficient cars and locomotives to meet all normal demands.

LINZ.



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

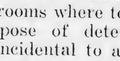
FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

Washington, D. C.

IN the death of President Warren G. Harding in San Francisco on August 2, the business men of the country lost one of their staunchest friends. One of the chief aims of Mr. Harding as President was the restoration of the business prosperity of the country, and its revival from the slough of depression into which it had fallen following the war was ever in his mind. His entire Cabinet had been selected with a view to securing the men who could do most for the country, and it was a matter of pride to him that his administration was known as a "business administration."

During his service as President, Mr. Harding watched with a great deal of interest all legislation coming before Congress which pertained to business. His many years of service in the United States Senate, over a period when some of the most important business legislation the country has ever known was conceived and enacted, had given him a familiarity with industrial and business questions which many of his predecessors in the White House lacked. Accordingly, following his elevation to the Presidency, he kept closely in touch with revenue, tariff, railroad and other legislation which had an effect upon the business prosperity of the country.

With many pressing questions of importance to the business of the country scheduled to come up in the next Congress, industry will watch with a great deal of interest the attitude adopted by Calvin Coolidge, who succeeds to the Presidency. In a statement given out immediately after he was sworn into the position of Chief Executive, Mr. Coolidge declared it would be his aim to carry out the policies so ably set down by President Harding. If he does so, the business interests of the country can look upon the next eighteen months with some degree of equanimity, for Mr. Harding's program looked upon business as the sinew of the nation, from which was recruited the money and the men and material for the protection of the United States in case of need and which, accordingly, was entitled to as much protection and encouragement as was consistent with the laws.



Any carbon monoxide present in tobacco smoke is of so infinitesimal a quantity as to make ridiculous any claims that tobacco is injurious to health because of its carbon monoxide content. Experiments just concluded by the Bureau of Mines has proven conclusively that carbon monoxide need not be considered a serious menace to the health either of smokers or those present in rooms where tobacco is being smoked.

For the purpose of determining this question, which came up incidental to a study of gas hazards in mines, three men were confined in a closed chamber whose dimensions were 1000 cubic feet. The three subjects spent the first 90 minutes of their internment in smoking cigarettes of every variety, followed this exercise with a number of cigars, including some of a quality in which carbon monoxide, cabbage and other non-essentials would seem most likely to be found, and wound up with a period of pipe smoking. So well did the three subjects do their work that at the conclusion of the performance the air in the closed chamber had become so smoky it was impossible to see across the room and the atmosphere was so irritating to the eyes that it was necessary to wear goggles.

Samples of the atmosphere and blood samples of the smokers were then taken for analysis. It was found that in no instance did the carbon monoxide content of air exceed 1/100 of one per cent., and the maximum blood saturation was five per cent. Some of the subjects supposedly inhaled their smoke, but the tests indicated that such inhalation, though it may have extended to the bronchial tubes, did not penetrate throughout the lungs. The tests indicate that carbon monoxide hazard from smoking indoors is negligible.

The first move for an extra session of Congress was taken recently, four members of the Senate farm bloc having wired President Harding in San Francisco shortly before his death asking him to call an extra session as soon after his return to Washington as practicable. The proposed session would take up principally agricultural matters, although no formal program has been offered, but it is probable that, if held, it would also do some preliminary work on tax revision.

The question of revenue revision will come up during the coming session, in accordance with plans laid by Congressional leaders before adjournment last March, and hearings will probably be held on the subject early in the year, unless an extra session is called, when it is possible the matter would be taken up sooner. There will also be considerable other legislation of interest to the business world in general, including, probably, some discussion of the railroad situation.

The United States Supreme Court may be asked to determine the constitutionality of the so-called flexible provisions of the tariff law, under which the President, through the United States Tariff Commission, is authorized to make changes in the rates and classification on imported commodities to prevent unfair competition of imported with domestic merchandise and discrimination against American products by foreign countries.

The Tariff Commission has before it for consideration under these provisions of the law a number of commodities, and is now actively engaged in an investigation of the rates as applied to certain classes of brushes. In the course of hearings held in this connection it developed that there is considerable doubt in certain quarters as to the constitutionality of these sections of the law, and it was intimated that the courts may be appealed to for the purpose of deciding this question.

Whether the next Congress is to be asked to authorize increased postage rates for parcel post matter will be determined within a few weeks by a survey of postal conditions throughout the country which is to be made by the Post Office Department.

The question of parcel post rates has been actively before officials of the department for several years. It has now been determined to survey all the mail handled over a short period with a view to ascertaining which classes, if any, fail to be self-supporting. The present parcel post rates were put into effect when the parcel post service was inaugurated ten years ago, and although the cost of handling the mails has increased tremendously since then there have been no changes in rates. This has been due, in part, to the fact that during and immediately after the war it was impossible to make a survey which would show whether increased rates were necessary.

It has been announced by officials of the department that the parcel post and all other services must be self-supporting, and increased rates will be asked for all classes of mail which show a deficit under the present scale.

The Division of Domestic Commerce which was inaugurated in the Department of Commerce on July 1, has been given a very ambitious program by Secretary Hoover. This division plans to study eventually all phases of domestic commerce, but its immediate activities will be directed toward the study of methods, costs and wastes in domestic distribution processes, including the relation of transportation charge to retail prices, through the co-operation of retailers,' manufacturers' and wholesalers' associations.

Research is now being made in the marketing of certain commodities through the analysis of actual processes and cost of distribution working back to retailing, jobbing, wholesaling, warehousing and the distributive phase of manufacturing, conversion, preparation, assembling and marketing raw materials. Contracts have already been established with organizations representing the major groups of retailers throughout the country, and various studies have been initiated. The division will undertake not only to educate and inform the public as to the facts of distribution, but to assist in the dissemination of knowledge to the men themselves engaged in retailing concerning the facts of distribution not only in their own field, but in the producing and manufacturing fields as well.

FLECK CIGAR COMPANY REORGANIZES

An important change in one of the well-known cigar factories of Reading, Pa., took place about two weeks ago when Charles Fleck, president of the Fleck Cigar Company, and his daughter, Laura, who was the treasurer of the company, retired from the firm, and Dave D. Sulkis, who has been vice-president for a number of years, was made the president of the concern.

This company manufactures the well-known brand "Rose-o-Cuba" and several other brands and it is expected these will be pushed to the front with renewed vigor. Mr. Sulkis always showed exceptional ability as a salesman and there is no fear for the future of the company under his guidance.

SCHULTE ABSORBS PARK & TILFORD

Official confirmation of the much talked-of deal between the Schulte Cigar Stores Company and Park & Tilford has been made by an announcement made by Frank Tilford, head of the concern of Park & Tilford.

Mr. Tilford announced that a transfer of this kind had been looked for for some time in order to obtain additional capital and that Mr. Schulte's offer had been accepted for that reason.

The officers of the new company are announced as David A. Schulte, president and chairman of the board; John A. Badenoch, vice-president and general manager; Gordon Stewart, vice-president; Edwin H. Koehler, vice-president and treasurer, and Udo M. Reinach, secretary.

Mr. Tilford's statement follows:

"The control and management of Park & Tilford which I have held since 1906 have this day been transferred to David A. Schulte, president of the Schulte Cigar Stores Company. I have long contemplated some such transfer in order that new energy and capital might be obtained, but I have consistently declined to act until it was my good fortune to receive a proposal from Mr. Schulte which resulted in the present arrangement.

"Mr. Schulte's success as a merchant and his extraordinary organizing ability—which I have learned to value through my relations with him extending over many years—assure me that I have found in him a worthy successor.

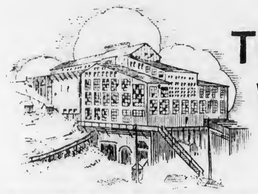
"The house of Park & Tilford was founded in 1840, and for more than eighty years has meant quality of merchandise and efficiency of service. It is now its good fortune to have found in Mr. Schulte a sponsor who promises not only to continue Park & Tilford's established policies, but to greatly extend the scope of the business.

"I shall continue to be identified with the company and shall co-operate with the new management in its plans for the future.

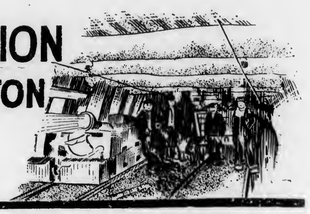
"(Signed) FRANK TILFORD."

TOO LATE TO CLASSIFY

WANTED—I WILL BUY LARGE QUANTITIES OF CIGARS, cigarettes and tobacco as job lots. Cash transactions. Write full particulars. M. Goldberg, 638 Arch Street, Philadelphia, Pa.



THE ANTHRACITE REGION
WILKES-BARRE SCRANTON
HAZELTON



FRANK WINSLOW, of P. Lorillard Company, "Muriel" cigar, was a recent visitor to the Wilkes-Barre Section in the interest of his cigar which is distributed in this section by the Star Tobacco Company, Wilkes-Barre.

Ed Stremd, of the Star Tobacco Company, recently returned from a trip to Atlantic City and says he had a very pleasant time mixing pleasure with business. This house is also the distributor of Bayuk Brothers' "Philadelphia Handmade," which is a big factor in this market.

F. V. Williams, of Otto Eisenlohr & Brothers, Incorporated, "Cinco" and "Henrietta" Cigars, has been doing some very effective work in Wilkes-Barre on "Cinco" and has many window displays.

Waitt & Bond "Blackstone" Cigars which are distributed by Dusel, Goodloe & Company, Philadelphia, is quite a factor in the Northeastern Pennsylvania market today, and is selling in all of its sizes. There are many attractive window displays on this brand throughout the territory.

Barney Boyle, one of Wilkes-Barre's well-known men, has opened one of the most beautiful cigar stands in the State, which is located on East Market Street, Wilkes-Barre, and known as the "Plaza Smoke Shop." He has a very fine location and it should be a very successful stand.

William Zeigler, the popular owner of the Orpheum Smoke Shop, 139 South Main Street, Wilkes-Barre, recently returned from Mt. Clemens, where he went for the baths for rheumatism. He is very much benefited by same. However, he has, since his return home, had a slight operation at the hospital and is now back on the job and seems the same old Smiling Billy. His friends all wish him good health.

For a number of years William (Billy) Rooney ran a very popular restaurant in the wholesale section of Pennsylvania Avenue and was very popular with the local as well as the out-of-town cigar and tobacco men. Well, Billy is still in business, not at the old stand, but at his new place in West Market Street, Wilkes-Barre, which is known as the "Clover Cafe." He is still selling his good dinners at moderate prices in his new house, and, boys, he has a full line of good cigars to choose from after you eat his wonderful meal.

Pat Lanahan is again in charge at the Elks Club, Wilkes-Barre.

The Mallow Hotel Company, Wilkes-Barre, which operates the Hotel Sterling, that city, has made the announcement of the forthcoming new $1,000,000 hotel that is to be erected in Wilkes-Barre and is to be ready in one year from the coming December. It is to be hoped that Mr. Abe Myer will take the cigar stand in the new hotel and offer its patrons and the hotel's guests, the same fine cigars and service that he has given at the Hotel Sterling stand.

William Bushel, "Della Casa" cigars, was a recent visitor to the coal fields in the interest of his brand, which is distributed by the Alexander Wills Company, Wilkes-Barre.

Frank Hubbard, who for some time was connected with the American Tobacco Company, is now with the Abbey Cigar Company, Scranton, and covers the Wilkes-Barre and Luzerne County section.

Liggett & Myers sales force has been doing some very effective work throughout the northeast on "Velvet" tobacco; placing many attractive window displays on this famous old brand which is a very active seller in this territory.

C. C. Humelwright, of the Smoker's Paradise, Allentown, Pa., recently returned from a trip to Havana and reports that he had a very fine trip.

E. C. Conrad, who for a number of years has run the very popular Hamilton Smoke Shop, at Eleventh and Hamilton Streets, Allentown, has opened another very fine shop at Eighth and Linden Streets. A very fine location and should be a very successful cigar stand. Mr. Conrad has very fine taste in the decorations, etc., in his shops which make them particularly inviting to his patrons.

James J. Kennedy, who for a number of years was connected with Larry May, is now the owner of the Hotel Hart cigar stand and Jim has many friends in the game as well as out of it who wish him lots of success.

F. V. Williams has sold his stand at 500 Carey Avenue, Wilkes-Barre, to the Firwood Confectionery Company, who will continue the high-grade cigar counter.

Harry Sperling, of the Sperling Tobacco Company, Wilkes-Barre, who is the distributor of the Consolidated Cigar Company's line in Luzerne County, has a very large business on their "Mozart" and "Adlon" brands and recently placed "Harvester" in this market. The Imperial Cigar Company, Scranton, is also the distributor for this factory and has a very large business in the Scranton territory on "Adlon," which is one of the biggest sellers in that city.

A. Blank, of the Progressive Cigar Company, "Madam Butterfly," was a recent visitor to the hard coal fields, working with their distributor's salesmen, the Liberty Tobacco Company, Scranton. These people also distribute the "Girard" cigar, Antonio Roig & Langsdorf Company, Philadelphia.

Business throughout the coal fields has been very good this summer, but the dealers say it has fallen off during July. Industrial conditions are good in all mining and manufucturing enterprises throughout the valley, although there is some feeling that a short suspension will occur in the mining operations on September 1st, at which time the miners' agreement expires. However, big business and the Government does not think it will occur.

BLACK DIAMOND.

Tampa Quality Cigars and Spanish Cedar Boxes

There is probably no city in the United States so widely known and justly famous for its cigars as Tampa, Fla. Climatically situated for the blending of Cuban tobaccos, it was not long from the time of this discovery until a great cigar industry grew up to make Tampa synonymous with that of fine cigars.

Here were founded the fortunes of many cigar manufacturers whose brands reap increasing prestige with added years. Skilled cigarmakers from Havana have permanently settled in Tampa and have built up a vast colony, giving the manufacturers of that city a high character of workmanship.

Here we have a city with an ideal climate for the manufacture of cigars, a colony of skilled workmen without equal in any city in the United States. But the pathway to success was not assured until an ideal container was found for the product.

Once again SPANISH CEDAR was immediately recognized as meeting the needs for a cigar container. Today, Tampa cigar manufacturers have provided an important industry in the manufacturing of SPANISH CEDAR Cigar Boxes.

In Tampa, as in Havana, quality cigars are packed in SPANISH CEDAR. The fact cannot be ignored that jobbers, dealers, and especially consumers, recognize that good cigars are always to be found in SPANISH CEDAR Cigar Boxes.

Spanish Cedar Cigar Boxes Make Good Cigars Better

(*ADVERTISEMENT*)

MARKS AS CIGAR COUPONS

Chicago, Ill.—While traveling in Germany last summer, J. R. Isaacson, a cigar manufacturer of this city, invested approximately $35,400 in German Marks, which at that time were worth about $1.77 a hundred. At the present time his investment is worth about $2 and he is giving German marks away for cigar coupons, using them for window decorations, wall paper, etc.

MURDER CASE UP AGAIN

After working for more than eight months on the case of the murder of Gertrude E. Garrison, colored cigarette girl in an Atlantic City cafe, who was found murdered on December 1st, the jury has returned indictments against Bertie Wood, who roomed with the dead girl, and Charles Shaw, who was a musician in the cafe. More than twenty persons have been arrested on suspicion of having been the murderers.

CIGARETTE INDUSTRY IN ADEN, ARABIA

Although the manufacture of cigarettes has never assumed great proportions in Aden, still it has been considered one of the principal local industries; but with the growing popularity of the British cigarettes, which are made from American tobacco, the locally manufactured product is being supplanted by the imported article. Inasmuch as there is a growing demand for cigarettes made from American tobacco, it might be well for American cigarette manufacturers to investigate this field more closely.

PASBACH-VOICE HOLD ANNUAL OUTING

At Belvedere Park, North Beach, Long Island, on Saturday, July 14th, was held the annual summer outing of Pasbach-Voice Lithographing Company's employees. A most energetic committee in charge of arrangements for the outing this year placed placards through the Pasbach-Voice plant several days prior to the outing advising both the male and female members of the organization just what they might expect on this outing in the way of entertainment, games, etc.

The party left the Pasbach-Voice building in special cars in time to arrive at the park at about eleven o'clock and entertainment was started at once, with a baseball game, followed by races for all classes, girls, boys and men, and many beautiful prizes were awarded.

At about 3.30 the band started and everybody gathered at the dance hall where a good time was enjoyed until about nine o'clock, when the party began to break up.

Mr. Oscar Pasbach, president of the company was the official spokeman for the company, in the absence of Mr. Voice, and the employees assured him of their appreciation of the assistance and fairness always shown them by the company and promised their unstinted co-operation in the future.

NO HALF WAY MEASURES

A colored lady recently entered Smith's Emporium and asked for some black underwear.

The clerk told her that she had none of this sombre hue in stock, but could supply her in almost any other shade or color.

"It's black or nuthin', young lady," answered Mammy, "It's ges gotta be black, thas all! Youah see mah man he jes took a trip across de ole rivah Jordan, and when Ah mourns—why Ah mourns all ovah!"—*Bottles.*

REVIEW OF MILEAGE BOOK DECISION ASKED

Washington, D. C.

A review of the decision of the Federal Court of Massachusetts in the interchangeable mileage book case has been asked of the United States Supreme Court by the Interstate Commerce Commission, in an appeal in which the commission is joined by organizations of traveling salesmen and others. The proceedings were instituted by nearly fifty of the railroads which would be affected by the Interstate Commerce Commission's orders requiring the issuance and acceptance of interchangeable mileage. The railroads contended that the issuance of such books at the discount of 20 per cent., as ordered by the commission on March 6, would deprive them of a reasonable return for the transportation of persons using them and would seriously impair their revenues. This view was taken by the Massachusetts court, which enjoined the commission from enforcing its order. An effort will be made to have the case brought up in the Supreme Court at an early date.

LINZ.

GEORGIA TOBACCO COMMANDS GOOD PRICE

At the opening of Georgia's tobacco markets last week the prices obtained, as well as the sales, were very satisfactory, and the money received will very likely be more than ever received for their cotton crop.

Prices ranged from 10 to 15 cents and at Hahira approximately 140,000 pounds were sold on the opening day.

Prices in different parts of the State ranged all the way to 75 cents, depending on the kind of tobacco and the quality.

It is estimated that about $300,000 will be distributed to the growers from the crop that will be sold at Hahira alone, which experts estimate will be over 1,000,000 pounds.

GROWING DEMAND FOR AMERICAN CIGARETTES IN HONGKONG

(Consul Leroy Webber, Hongkong.)

There appears to be a growing demand for American cigarettes in Hongkong, not only among the Chinese but among the European residents. Taking into consideration the South China market, which is chiefly supplied through Hongkong, the prospects for a steadily increasing trade in this article would seem to be very bright.

During 1922 the value of the cigarette imports into Hongkong increased 78 per cent. over imports for 1921. The United States supplied 59 per cent. of these imports, North China 21 per cent., and the United Kingdom 16 per cent. Nearly all of these cigarettes are intended for sale in South China, the Straits Settlements, and in East Indian markets. The total imports of cigarettes into China has grown since 1919 from 7,854,482 thousand to 9,982,754 thousand in 1922.

The cigarette trade in China, which has been developed enormously within the last few years, is today practically controlled by the British American Tobacco Company and Nyang Brothers Tobacco Company. These two companies, which are in active competition, have perfected sales, advertising and distributing agencies in every town of any size in China, and are meeting with continuing success in increasing the consumption of their products. The purchasing power of the individual Chinese generally is extremely small. For this reason the bulk of the cigarette trade is in cheap native or "Virginia" tobacco product manufactured in China.

Wrapper Stripping

and

THE 1922 PLANETARY GEAR DRIVEN TYPE

Universal Tobacco Stripping and Booking Machine

You will be truly surprised at the *superior wrapper stripping results* produced on this new Planetary Gear Driven Type Machine.

All of the wrapper stripping objections voiced against the old Belt Driven Type Model M have been overcome in this new machine.

We now offer a machine that:

1. Will strip wrappers with a clean razor edge cut.
2. No breaking or tearing in on the veins along the edge.
3. Pads will be booked fluffy and loose—no packing of the stock.
4. No wrapping of the stock around the brush or drive rolls.

WE REBUILD OLD MODEL M MACHINES into our new 1922 Planetary Gear Driven Double End Stop Lever type, on a two weeks' working schedule, at $250 each. We guarantee rebuilt Model M's as to workmanship and materials for a period of one year, just the same as we do new machines.

Have your old Belt Driven Style Model M's rebuilt into the NEW PLANETARY GEAR DRIVEN TYPE during June, and July so that they will be ready when your Fall rush starts.

All Universal 1922 Planetary Gear Driven Type Tobacco Stripping and Booking Machines are also equipped with a Double End Stop Lever.

The 1922 Planetary Gear Drive Attachment offers the following advantages:

1. Books fluffily the evenly stripped stock in right and left pads.
2. Does not "tear in" on the veins.
3. Stock does not pack or slip on the booking drum.
4. Overcomes the wrapping of stock around the brush.
5. Maintains uniform speed of machine and production.
6. Prevents entirely all "stalling and slipping" of the booking drum.
7. Eliminates the necessity of taping drum and drive rolls.
8. On small stock it is possible to book four pads (instead of two) on the booking drum.
9. Reduces to a minimum the cost of upkeep.
10. By eliminating all belt strain and tension greatly lengthens the life of the machine.

Today's Prices are:

The Model M Machine and Folding Chair $475.00

Individual Motor Drive Equipment, including ¼ H.P. Motor . 95.00

F. O. B. FACTORY, NEWARK, N. J., U. S. A.

Universal Tobacco Machine Company

116 West 32nd Street, New York, U. S. A. **Factory: Newark, N. J., U. S. A.**

BUSINESS BUILDING

By A Trained Business Man And Advertiser

WRITTEN ESPECIALLY FOR THE TOBACCO WORLD BY A.E.P.

ALL RIGHTS RESERVED

THEY say that enthusiasm will accomplish wonders. And they say truly. What is enthusiasm? I would answer that enthusiasm is life, vital, glowing, forceful all-moving, powerful life.

When an orator speaks with enthusiasm they say he puts life in his words; that the painting of a master glows with life; that there is life in a statue which is produced by the chisel of a genius; that a writer can put life in the words of his pen.

And along comes a man who said that a great merchant who recently died put life in the merchandise in his store. That made me pause, and read the article twice, and cut it out, and pass the remark on to you. Why don't you, too, put life in the merchandise in the show window? Instead of having a box of cigars, stiff with regularity, have two or three laid carelessly along the top, with one sticking out as though waiting to be taken up. Instead of a pipe alone in solitary grandeur, why not have it filled with tobacco and some overflowing and a small box of matches touching with one match on the top. Such work as this deftly done will indeed put the magic touch of life in your goods and strengthen the appeal which they make on the passers-by. It is a fine and subtle study. Why not engage in it?

Oh, yes, work will do a lot of things for your business. It will accomplish the marvelous and almost perform the impossible. It will transform your store from a littering welter of confusion to a trim embodiment of pleasing order.

It will make of your show window a picture of a hundred delights which no man can pass by without stopping to admire.

But it won't guarantee you busines success—unless you develop another trait of your possibilities. And that is *judgment,* me boy. Yes, good, sound, correct business judgment.

For it is just as easy to spoil the splendid results of hard work and to bust up a good business by one, little tiny, act of poor judgment as it is for a painter to spoil a week's work by spilling a pot of paint upon the floor he has nicely polished, or for a man to labor a week over a pen and ink drawing and then spoil the whole effect by a blot.

I know a dealer who failed because he stocked up with cheap goods when the folks of his locality wanted the medium and good. I know another who went flooey 'cause he handled fine goods when his people wanted cheap stuff. One man busted because he moved to a poor location around the corner to get a lower rent, and another likewise because he moved around another corner where the rent was outrageously high.

Poor devils—they used poor judgment, and they became poor men in consequence. The judgment is a very large and yellow dandelion on your mental lawn.

Years ago I had a friend who was lazy. He wasn't merely indolent, inactive, listless, indifferent. He was plain, plumb lazy, and he acknowledged it himself.

But he did me a great favor—yes, two great favors and I realize the value of those favors every day. They have saved me from large losses. They have put real money in my jeans.

These favors consisted of two pointers which he gave me.

He kept his office neat as a pin, with every letter carefully filed and with card indexes of information made out with careful neatness.

He explained to me that he was a lazy man, that he used to keep his affairs slip-shod, but this caused him so much extra work that he changed to the essence of neatness, and found that he saves much time and labor thereby.

He further explained that when he had work to do he always tackled the hardest and most disagreeable part first; and after he had finished that, the other work seemed so easy it was an actual pleasure to perform it.

I tested out his plan one day, and was so delighted with the result that I have stuck to it ever since. It has saved me from the loss and annoyance of mistakes and has given such pleasure that nothing would induce me to depart therefrom.

I commend it to every lazy reader, and I commend it with greater fervor to those who are not lazy.

Are you contented, and happy, and does your cigar have a raky, upward slant as you sit at ease meditating on your favorable business situation?

Do you reflect with velvety satisfaction on your large line of profitable and satisfied customers? On your splendid business location? On the pleasing music of your cash register as it sings its cheerful little lay?

If so I congratulate you. You are the salt of the earth and one of the favored ones in this Great Game which scores so few successes and so many failures.

(*Continued on Page 25*)

CIGAR INDUSTRY OF HABANA

By Alvin Fox, B. Sc., Ph. D., Agricultural Botanist.

Cigars are at present made by hand in Habana. Machine-made cigars have never been turned out in any number by our local factories, and today it can be said that none are being made. Thus in each of our factories when running at full capacity long rows of men, each seated at his table, can be seen, seated the length and breadth of ample rooms, each with his supply of filler and wrapper, the latter well protected from drying out, and each busy in his own way according to the grade of cigar that he is turning out. The necessary quantity of filler is taken by the operator, moulded roughly into the form of the finished cigar, wrapped in an extra-large leaf (sometimes specially provided for this purpose), and then around this is placed the wrapper, previously cut to the desired shape. Skill and care are required in this final step, the time required for this operation increasing as the quality of the cigar being made becomes better. In the same way the remuneration of the operator per hundred cigars increases according to the grade of cigars turned out by him. It is very interesting to watch the skill with which the expert cigarmaker uses his fingers in adjusting the wrapper to the partially moulded cigar, smoothing out all wrinkles, concealing carefully in the highest-grade goods the edge of the wrapper so that it will blend in one uniform color over the whole cigar, making the diameter of the cigar conform to the standard set for the size that he is working, patching up a small defect in the wrapper, and finally cutting off to the exact length the cigar he has made. The cost of some of our most perfect cigars can be accounted for when it is known that in this grade of cigar expert workers will turn out only about twenty per day, and that the most careful selection is made of all the materials, especially the wrappers, that go into them.

At the end of the day's work each cigarmaker ties his day's product into bundles containing twenty-five to fifty cigars, places his number on each bundle, and delivers them to the collector, by whom they are taken to the inspection department. Here they are carefully examined, one at a time, and the defects of each workman noticed, so that he may be advised to avoid a repetition the following day. In this inspection all defects, no matter how small, are detected. Cigars of the same grade must be the same length (not approximately, but exactly), and of the same diameter (ring measurement), and furthermore, in the grades the wrapper must be free from flaws and patches, and the cigar properly finished.

From this department the cigars are then taken to the selecting department where they are placed in large cedar cabinets for several days to begin seasoning, after which they are taken out and examined one by one and divided into groups according to color of wrapper. The carefulness of this work depends altogether on the demand of the party for whom the cigar is being manufactured. It will, of course, be realized that between the dark brown of the darker wrapper and the clear light color of the "Claro" cigars there are an infinite number of tints, so it is manifestly impossible in the ordinary work of the factory to have all the cigars in any pack exactly the same tint. Yet orders are received at our factories from particular smokers who can afford to satisfy their whims that demand such careful selection that all the cigars in packs often of several thousand must be of exactly the same tint.

(*Continued on Page 20*)

MOST GOOD MILD CIGARS

CONTAIN

Porto Rican Tobacco

At last Porto Rican Tobacco is being accorded its proper position by Cigarmakers and Smokers alike. No longer is it necessary for the Manufacturer of a good, mild cigar to deceive the public by advertising it as a "Mild Havana."

Numerous publicity campaigns are helping to acquaint the Smoker with the fact that an all Porto Rican Cigar, or one in which the Tobacco from that Island is blended with other Tobacco, makes the ideal smoke—mild yet fragrant; free-burning and rich in body, but not heavy. In fact, it is claimed that a Porto Rican Cigar can be partially smoked, relighted and finished the following day with practically the same satisfaction.

THE PORTO RICAN GOVERNMENT

has established in this country a Tobacco Guarantee Agency, which is conducting an intensive educational campaign to both Manufacturer and Consumer.

Cigar Manufacturers can now tell the origin of Leaf or Scraps sold as Porto Rican by examining the Guarantee Stamp affixed to every barrel or bale.

WHITE: Guarantees it to be pure Porto Rican Tobacco.
BLUE: That it is only part Porto Rican Tobacco.
PINK: That it contains no Porto Rican Tobacco.

Send for the Illustrated Booklet,
"The Story of a Porto Rican Cigar"

GOVERNMENT OF PORTO RICO
Tobacco Guarantee Agency
W. L. DANNAHOWER, Agent

136 Water Street
New York

TELEPHONE:
JOHN 1379

CIGAR INDUSTRY OF HABANA

(*Continued from Page 19*)

This, of course, adds considerably to their cost, as it is frequently necessary in order to pack one thousand such cigars to handle and inspect as many as fifty thousand. In the ordinary factory run, however, it is found that four distinct colors can be distingnished, these being "Claro" (the lightest), "Colorado Claro," "Colorado Maduro" and "Maduro" (the darkest grade). It will thus be noticed that the only difference between the cigars of the same brand and grade is that of the color of their wrapper, the filler found in them being of the same strength and material.

In this same department where the selection of the colors is made the cigars are placed in their final package. All deficient cigars, whether their defects are of length, ring-measurement, workmanship or material, are thrown out. The perfect cigars are placed in boxes or other packages, according to the demands of the purchaser, the customary trade package being the varnished cedar box seen everywhere cigars are sold. The boxes containing the lower and medium-grade cigars are placed, after receiving their contents, beneath presses, where they are subject to considerable pressure for several hours, it being found that this irons or smooths out all wrinkles and presents a beautiful and uniform top row to the eye when the box is opened. The higher-grade cigars are subjected to very little pressure, often only a fairly heavy board being used, the careful workmanship in making these cigars having produced a product already practically smooth and uniform. The boxes used for commercial purposes contain 25, 50 or 100 cigars.

In addition to the commercial package described, there is a vast variety of packages employed on special order. One of the most usual is the heavy, plain, round-cornered, unvarnished cedar box, with delicate polished hinges and clasp, each layer of cigars separated from the other by a thin strip, also of unvarnished cedar, used for special packs of the very best selected goods. Large cedar cabinets, containing from 500 to as many as 15,000 cigars, are also turned out for special customers; and even solid mahogany cabinets, with selected assorted sizes, have been turned out. These same assortments are frequently demanded in cedar cabinets, and smaller packings are turned out in cases made of Cuban hardwoods. Lithographed tins lined with cedar veneer are also used considerably. The package, as can be seen, depends altogether on the whim and purse of the purchaser of the cigars.

From the selecting and packing department the cigars in their boxes or cases now go to the banding department, where girls take them out and place around them the lithographed bands seen on all cigars. After this is done they are returned carefully to their former containers, this work being so well done that no change in appearance can be detected. The packages then go to the final trimming department, where they receive their outside labels and are closed. Here is affixed the Government label, the placing of which on all packages of Habana cigars for export is obligatory, this label being so placed on every package as to seal it and prevent replacement of the contents without the destruction of the label.

From this department the smaller packages of cigars are now taken to the department where they are gathered together to be boxed or otherwise prepared for shipping to their final destination. The usual package for this purpose is a strong wooden box, of such size as to hold exactly the number of smaller boxes or cases to be shipped. These large boxes are carefully closed, and then bound with metal strips or wire bands, in such manner as to be perfectly secure and protect their valuable contents, no matter how far distant may be the land where they will finally be consumed.

Items of Interest

New York—F. Garcia & Brothers, manufacturers of clear Havana cigars in Tampa, Fla., have moved their New York offices to 16 Hudson Street.

Chicago, Ill.—"Havana Cadets," manufactured by the Manchester Cigar Company, of York, Pa., will be distributed in this city by P. J. Rubey. Charlie McFarland was the representative who put the deal for this nickel cigar across.

East Prospect, Pa.—The East Prospect Cigar Company has recently closed with George P. Caldwell, of Los Angeles, Calif., for the distribution of their popular nickel cigar, "Epco," in that city.

Richmond, Va.—The Straus Company has discontinued the jobbing of cigars as of August 1st. The rapid growth of other lines which they handle is said to have brought about this decision.

Detroit, Mich.—Max Fruhauf, general manager of the San Telmo Cigar Company, has left by motor on a vacation trip in the East.

Tampa, Fla.—G. W. Webb, of the J. M. Martinez Company, manufacturers of the "Norma Martinez," is making a trip along the Pacific Coast and reports a gratifying collection of orders.

New York—Announcement is made that Marc Haas, formerly of Haas Brothers, Cincinnati, O., and the San Telmo Cigar Company, Detroit, Mich., has joined the sales force of the Consolidated Cigar Corporation, and will cover Middle Western territory for them.

Tampa, Fla.—"Mannie" Perez, genial head of Marcelino Perez & Company, has left for New York, following a brief visit to the factory. "Mannie's" salesmanship has opened so many attractive accounts that he had to run down here and talk to Joe about increased production.

F. LOZANO, SON & CO.
HAVANA CIGARS
TRADE MARK
F. LOZANO
FLOR DE NARVEZ
VICLO

WALLS COURT
EL LESSERO
CALATRAVA
REG. U. S. PAT. OFF.
FACTORY & MAIN OFFICE, TAMPA, FLA.
NEW YORK OFFICE, 437 FIFTH AVE., N. Y.

RELIABLE FIRMS OF
YORK, PENNA.

"When you know your goods are right, stand firm behind them and push them along, let the world know about your product, advertise the fact and get the results."

H. G. BLASSER & CO.
PACKERS AND DEALERS
Leaf Tobacco
FANCY FLORIDA and GEORGIA WRAPPERS
Stripped and Booked Pennsylvania and Ohio Tobaccos
Samples and quotations cheerfully submitted

C. S. GABLE
CIGAR MANUFACTURER
Main Factory and Office, Queen and York Sts.
Branch Factories: Strinestown, Pa.; Jacobus, Pa.
Maker of "FORUM" Mild Havana Cigar, "DOUGLAS FAIRBANKS," "CERTIFIED CHECK" and "HAMILTON FISH"

Robert Schubert Co.
124 MAIDEN LANE, NEW YORK
SUMATRA and HAVANA
York Office, Queen and York Streets

C. H. Plitt Cigar Co.
MAKERS OF
"Casilda" Cigar," 10c and up
"20th Century," 8c "New Century," 8c
CIGARS OF QUALITY

York, Pa., August 14, 1923.

ANOTHER new cigar factory for York—Joseph Shube and Sol Rosenbaum have opened a new factory on South Duke Street; style of firm is Keystone Cigar Company. Both these young men were for a number of years with Bobrow Brothers, Sol having had charge of Bobrow Brothers' York factory and Mr. Shube at Harrisburg. This firm have the good wishes of their old time friends, and should make a real success. Of their undertaking Mr. Rosenbaum will have charge of the manufacturing, while Mr. Shube will take charge of the selling of the goods. Their special efforts will be centered on high grade goods.

C. S. Gable is spending a few days in New York City.

The new factory of the Fix-Haynie Cigar Company at Queen and York Streets, is very busy turning out the "New York Hand Made" cigars. Ike Rohjan, who has charge of all the Fix factories, is working hard to get production up to 40,000 cigars per day at the York factory.

W. L. Toomey, 200 West Market Street, has gone to Quincy, Fla., to spend several weeks at the Max Wedeles Tobacco Company packing houses.

John H. Baker Tobacco Company report business good on scrap tobacco, with orders coming in by wire for their product.

E. P. Gillespie reports trade fair on their product.

H. F. Martin Cigar Company are very busy shipping out "Keen Kutter" cigars.

Mr. Paris, of the Manchester Cigar Company, says that their factories are working full capacity on their "Havana Cadet" cigars.

At the local internal revenue office a slight decrease has been noted in the sale of stamps during the month of July, 1923, as compared with July, 1922. The decrease amounted to about $660.

York County is not only one of the oldest, but also one of the most prosperous counties in Pennsylvania. Adjoining Lancaster County to the East, it comprises 876 square miles, drained by the Susquehanna River. York, the County Seat, with a popula-

(*Continued on Page 22*)

Smooth Sailing

is only another name for swift selling. For you it means more profits, less labor, quick turnover.

All these things are yours when you sell Girards. They move. All you've got to do is keep a box or two out on the counter.

They buy Girards on reputation and keep on buying them on quality.

Antonio Roig & Langsdorf
Established 52 years PHILADELPHIA

GIRARD

America's foremost cigar

FOR true comfort, solace and balm the rich quality of Bayuk Products pleases cigar lovers. They sell on sight and repeat on satisfaction.

BAYUK BROS. INC.

Originators of the

BAYUK INIMITABLE BLEND and BAYUK INCOMPARABLE BRANDS

PHILADELPHIA

New York, 119 Lafayette Street Phone Franklin 3166

York County Items

(*Continued from Page 21*)

tion of about 50,000, is an important manufacturing city, with banking resources of $28,500,000. Transportation facilities of the County are amply provided by various roads, including the Pennsylvania Railroad and the Western Maryland Railway; as well as by the York Railways, a traction line serving the City of York and vicinity.

—and they didn't mention the fact that York County makes more five-cent cigars than any other section of the country—and that isn't all, either.

JAY BEE

Current Business Facts

Evansville, Ill.—It is reported that the Fendrick Cigar factory in this city will be equipped with machinery capable of making 8000 cigars per day, but this will not cause a reduction in the working force of girls now employed. The present force of girls is about 2500.

Baltimore, Md.—There were less insolvencies in July than in any month since last November, according to reports made public today. The total number was 1231, with liabilities of $35,721,000. Three hundred fifty of this total number were manufacturing concerns with total liabilities of $19,138,000.

Berwick, Pa.—The American Car and Foundry Plant in this city has received an order for two hundred fifty steel hopper cars to be built for the Cambria and Indiana Railroad.

Charlotte, N. C.—According to building permits issued during the month of July, there was a total of $714,075, worth of building started here during that month. The largest single operation is the new store building of J. B. Ivey & Company, $400,000.

Rushville, Ind.—A combination of the Peoples National Bank and the Peoples Loan and Trust Company has opened here under the name of the American National Bank, with capital of $100,000, and surplus of $60,000.

EDWARD WISE NOW A DIRECTOR IN PARK & TILFORD

Edward Wise has been elected a director in the firm of Park & Tilford, which has just been acquired by the Schulte interests. Mr. Wise was at one time president of the United Cigar Stores Company, but is now connected with the firm of J. S. Bache & Company, stockbrokers. He will continue his connection with the brokerage firm and serve on the board of Park & Tilford as well.

ENTIRE TRADE STARTS USING NEW CIGAR SLOGAN "AFTER ALL NOTHING SATISFIES LIKE A GOOD CIGAR"

The new cigar slogan, "After all, nothing satisfies like a good cigar," is meeting with a splendid reception by the trade in all sections of the country.

Although announcement of the adoption of the slogan was only made on the first of the month, the T. M. A. office staff is finding it hard work keeping up with the host of requests pouring in from all quarters for cuts of the slogan and identifying design. Thus far, however, there has been no delay in meeting these requests, and it is hoped to fill them all promptly as received.

"Enthusiasm concerning the slogan is not limited to any particular division of the cigar trade," says Mr. Dushkind, managing director of the T. M. A. "Assurances of co-operation are pouring in from all quarters, and we earnestly hope that the universal adoption of the slogan which they presage will result in Bigger-Better-Business for the cigar trade."

The following are some of the expressions from the trade:

"We note the adoption of the slogan, 'After all nothing satisfies like a good cigar,' which we consider very good and will use without fail in the next advertising that we get out. We think the Committee is to be congratulated on the result of its labors.

WORTH CIGAR COMPANY,
St. Paul, Minn."

"We believe it an excellent idea to use this slogan whenever possible, and we intend to use it wherever we can.

THE DITTGEN PAPER GOODS CO.,
Cincinnati, Ohio."

"Your slogan circular has been perused with interest and we are heartily in sympathy with this movement.

"To do our part toward promoting your idea, we are having 100,000 stickers prepared that we will distribute gratis to the trade.

THE MUELLER & SON COMPANY,
Milwaukee, Wis."

"I read with very considerable interest your circular showing final decision in the matter of slogan for the cigar trade. My personal opinion is that you have selected a very elegant slogan.

(*Continued on Page 24*)

"HOOK UP" YOUR BRANDS
WITH NEW TRADE
BY PACKING YOUR CIGARS
IN WOODEN BOXES

WE MAKE GOOD BOXES—TRY US

Windsor Cigar Box Co.
WINDSOR PENNA.

TADEMA HAVANA CIGARS

Argüelles, Lopez & Bro.
MAKERS

General Office and Factory, TAMPA, FLA.

Eastern Office
222 Pearl St.
New York

Warehouse
Havana
Cuba

The Far-Visioned Cigar Manufacturer
Protects Present and Future Sales
By Packing His Brands In Wooden Boxes

H. E. BAIR & CO.
HANOVER PENNA.

"Quality Cigar Box Manufacturers For More than Fifty Years"

The Utmost in Quality and Service

Cigar Manufacturers' Supplies

Cigar Labels, Bands, Show Cards, Advertising, Cigar Cans, Plain or Lithographed Metal Signs, Packing Devices, Cedar Linings, Display Holders, Tin Foil, Plain, Embossed or Printed. Glass Jars, Pouches, Protector Strips, Paper Specialties, Tissue Wrappers, Tin Paste, Vegetable Glue, Gum Tragacanth, Cigar Makers Bundle Straps, Cigar Boards, Knives, Blades, Cutters, Table Mold Presses, Bunch and Branding Machines.
"EVERYTHING EXCEPT TOBACCO"

2309 RUSSELL ST. **American Box Supply Co.** DETROIT MICH.

REPRESENTATIVES:

J. R. BRADY
3852 North Park Avenue
Philadelphia, Pa.

JOHN PIPER
P. O. Box 1792, Tampa, Fla.
Home Address: 2307 Highland Ave.
Tampa, Fla.

GENSIOR TOBACCO CO.
137 McGill Street
Montreal, P. Q.

GOLDBERG & LEONHARDT
706 Sansome Street
San Francisco, California

5¢ "Keen Kutter" 5¢

NONE BETTER FOR THE MONEY

¶ Guaranteed to be wrapped with Imported Sumatra and filled with Havana. The best *Nickel* cigar on the market for the money.

Write for open territory to

H. F. MARTIN

YORK :: :: PENNSYLVANIA

MERCHANTS CIGAR BOX CO.

DALLASTOWN, PA.

MANUFACTURERS OF

CIGAR BOXES & CASES

Dealers in Labels, Bands and Edgings

CAPACITY 15,000 DAILY

If It's Wood— We make them. Anything in Cedar, Veneer, Redwood and Imitation.

If It's Prices— We have them. Let us quote you on your need. Line up with a first class boxmaker for your 1923 requirements.

First Class Cigar Boxes Guaranteed

EPCO and EPCO HAVANA FIVES Genuine Sumatra Wrapped

A DOG-ON GOOD 5¢ CIGAR

You cannot go wrong in handling all or any one of these brands as they are the leading 5 cent cigars.

We are the manufacturers who made it possible for you to buy exceptionally good 5 cent cigars.

East Prospect Cigar Co.

Manufacturers of "Cigars That Sell"

East Prospect : Pennsylvania

SOME TERRITORY OPEN FOR LIVE JOBBERS

ENTIRE TRADE USING NEW SLOGAN

(*Continued from page 23*)

especially when one considers the numerous angles.

"The more you repeat the slogan to yourself, the better you like it.

JACOB A. VOICE,
Pasbach-Voice Lithographing Co., Inc.,
Brooklyn, N. Y."

"We take this opportunity to congratulate the Committee through you on the wonderful choice they have made and also upon the design selected for the purpose intended.

"For our part wish to advise that we will go into this proposition heart and soul and have already taken the matter up with our various suppliers in an effort to help the matter along.

AMERICAN BOX SUPPLY COMPANY,
Detroit, Mich."

"Notice of the choice of the cigar slogan received by us. We wish to say that it is not only appropriate, but a phrase that has many means all of which will have a good tendency in behalf of the cigar industry.

"The more we have studied this slogan the more we have become enthused and we propose to give it all the publicity possible in our columns, through both the news and advertising matter.

Cigar and Tobacco Journal,
Minneapolis, Minn."

"We will do what we can to co-operate with you to give this slogan as much distribution as possible.

NEUDECKER TOBACCO COMPANY,
Baltimore, Md."

"This is a very good idea and we would like to co-operate and trust that every one in the business will do so.

TINKHAM BROTHERS,
Jamestown, N. Y."

"Our association intends to take this matter up very vigorously and we are going to use our best efforts to secure the co-operation not only of all our members, but of the entire cigar box industry.

NATIONAL CIGAR BOX MANUFACTURERS' ASSOCIATION."

Among those who have requested cuts of the new slogan and design may be mentioned

The General Cigar Company, New York City.
Haas Brothers, Cincinnati, Ohio.
Kraus & Company, Incorporated, Baltimore, Md.
F. E. Fonseca & Company, New York City.
Miller, DuBrul & Peters Manufacturing Company, Cincinnati, Ohio.
I. H. Weaver Company, Lancaster, Pa.
Electric Cigar Company, Flint, Mich.
H. L. Haines & Company, Red Lion, Pa.
Michigan Cigar Box Company, Detroit, Mich.
Central Cigar Box Company, St. Louis, Mo.
See & Company, Chicago, Ill.
South Jersey Tobacco Company, Mt. Holly, N. J.
Monroe Jarrett Manufacturing Company, Trumbauersville, Pa.
Levi S. Lever, Attica, Ind.,

to illustrate the diversity of the requests.

Business Building

(*Continued from Page 18*)

Go ahead therefore, and get the reward of your complacent and happy thoughts.

But don't stop there. Don't!

For it is dangerous. It does seem as though nature demands that there be a fly in the ointment; and if there is none in yours the only safe thing is to put one there. Put on your fault-finding specs therefore and look for the defects and the weaknesses in your business and in yourself. You may have to look hard to find them, but they are there you may be sure. They may not be very big and serious, but depend upon it they are big enough to be dangerous.

Find them therefore. Analyze them. Plan to root them out, and always work for more perfection in your business.

In this way only can you prevent nature from building the skids which may already be in process of erection.

These little squibs that come to you every fortnight under the caption of "Business Building;" with their odd conceits and sometime foolish witticisms, really have a serious work in life outside of their apparent lightness.

And that work is to shake up the minds of their readers. They startlingly present the possibilities, good or bad, which may result from some insignificant neglect or happening, or the performance of some trivial duty. And it is hoped that they may occasionally shake up the mind of some thoughtless reader so he will correct his neglect or perform his duty, and thus avoid an extreme penalty, or reap a rich prize.

They represent the gatherings of a close-teethed rake that regularly goes carefully over the great field of business literature, sifts out and discards vast masses of straw and huckle, and presents the wheat in small portions—large, full-grained, splendid wheat—which is not only pleasant to eat but which strengthens and upbuilds the business.

Read these little squibs and take advantage of the virtue they possess.

PENNSYLVANIA CROP CONTINUES BACKWARD

Continued dry weather up until the last week of the month caused further decline in the condition of all field crops in Pennsylvania according to the report issued today by G. L. Morgan, Agricultural Statistician for Pennsylvania, United States Bureau of Agricultural Economics.

Tobacco

The condition of the crop on August 1 was 76 per cent. of a normal, which indicates a yield of about 1224 pounds per acre and the production of 56,286,000 pounds as compared with 56,760,000 pounds last year and 54,878,000 pounds the average production for the past ten years. The crop is about three weeks late, the growth being retarded by dry weather. Recent rains, however, have caused considerable improvement and with favorable weather from now on a good crop is still possible.

A. KAUFFMAN & BRO. INC.

YORK, PA.

ESTABLISHED 1893

MANUFACTURERS OF

CIGAR BOXES AND CIGAR BOX LUMBER

WE SPECIALIZE ON

GOLD LEAF WORK

"BEST OF THE BEST"

Manufactured by A. SANTAELLA & CO.

Office, 1181 Broadway, New York City

FACTORIES: Tampa and Key West, Florida

You give Your Customer the Best Value in

UNION LEADER

REDI CUT

TOBACCO

The 10¢ Tin

Why Pay More?

BIGGEST AND BEST TOBACCO VALUE

MADE BY P. Lorillard Co.

Established 1760

Tobacco Merchants' Association Registration Bureau,

5 Beekman Street
NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

ALL THE GO:—43,242. For cigars. May 21, 1923. Miller Cigar Co., Watertown, Wis. (Title claims to be in continuous use by the registrant since June 1, 1875.)

HENRY BACON (Creator of Lincoln Memorial):—43,243. For all tobacco products. May 22, 1923. The Mochle Litho. Co., Brooklyn, N. Y.

J. L. H.:43,244. For cigars, cigarettes, cheroots and tobacco. April 10, 1923. Shaw-Leahy Co., Inc., San Francisco, Cal.

EL DELPHO:—43,245. For cigars, cigarettes and tobacco. April 16, 1923. Delphos Cigar Co., Delphos, Ohio.

ROLL CALL:—43,246. For cigars only. April 24, 1923. The Mochle Litho. Co., Brooklyn, N. Y.

CHORAL CLUB:43,247. For all tobacco products. April 24, 1923. The Mochle Litho. Co., Brooklyn, N. Y.

SULGRAVE MANOR:—43,248. For all tobacco products. May 24, 1923. American Litho. Co., New York, N. Y.

HALF MOON:—43,253. For cigars only. February 9, 1921. Fred G. Osterman, Ludington, Mich.

SPRING TIME:—43,254. For cigars only. April 26, 1923. The Mochle Litho. Co., Brooklyn, N. Y.

MISS LOS ANGELES:—43,255. For cigars. April 23, 1923. Silver Eagle Cigar Factory, Los Angeles, Cal.

DOMINGUEZ BARCELONA:—43,256. For all tobacco products. May 26, 1923. American Litho. Co., New York, N. Y.

MIREX:—43,257. For all tobacco products. January 2, 1923. Central Illinois Cigar Co., Peoria, Ill.

MAISON ROYAL:—43,258. For cigars. May 28, 1923. Schwab Bros. & Baer, Inc., New York, N. Y.

ROYAL MAISON:—43,259. For cigars. May 28, 1923. Schwab Bros. & Baer, Inc., New York, N. Y.

LITTLE BRETZ:—43,260. For cigars. May 28, 1923. The Bretzfelder Cigar Co., Dayton, Ohio.

MISS ATLANTA:—43,359. For cigars. June 27, 1923. A. Petit, Atlanta, Ga.

GIUSEPPE DE LUCA:—43,390. For cigars and tobacco. July 25, 1923. Parodi Cigar Co., Inc., Jersey City, N. J.

DUMANHUG:—43,391. For all tobacco products. July 21, 1923. Geo. Schlegel, Inc., New York, N. Y.

UNITED HOTELS CO. OF AMERICA:—43,392. For cigars, cigarettes, tobacco and pipes. July 26, 1923. D. Emil Klein Co., New York, N. Y.

DETROIT GLORY:—43,395. For all tobacco products. July 28, 1923. American Box Supply Co., Detroit, Mich.

DU BOIS:—43,396. For cigars, cigarettes and tobacco. July 2, 1923. Sidney J. Freeman & Sons, New York, N. Y.

ROBERT E. LEE:—43,397. For cigars. July 9, 1923. W. J. Neff & Co., Red Lion, Pa.

LA FLOR DE WARDLOW:—43,402. For all tobacco products. July 30, 1923. John Wardlow, Key West, Fla.

GRASS WIDOW:—43,403. For all tobacco products. May 16, 1923. Schwarzkopf & Ruckert, New York, N. Y.

WALPUR:—43,404. For all tobacco products. July 21, 1923. Geo. Schlegel, Inc., New York, N. Y.

STOFF'S 3639:—43,405. For cigars. July 31, 1923. A. Stoff, New York, N. Y.

KENWOOD:—43,406. For smoking, chewing tobacco and cigarettes. August 1, 1923. The Bloch Bros. Tobacco Co., Wheeling, W. Va.

BLACKY:—43,407. For tobacco. July 27, 1923. Parodi Cigar Co., Inc., Jersey City, N. J.

LEONE DI SAN MARCO:—43,408. For tobacco. July 27, 1923. Parodi Cigar Co., Inc., Jersey City, N. J.

CONTE VERDE:—43,410. For tobacco. July 27, 1923. Parodi Cigar Co., Inc., Jersey City, N. J.

AROMELIA:—43,413. For all tobacco products. November 24, 1922. American Box Supply Co., Detroit, Mich. This registration is effected upon presentation made to us that the trade-mark or trade name specified, though apparently not heretofore registered in any of our Affiliated Bureaus, has been acquired by the registrant by a transfer from The American Tobacco Co., New York, N. Y., November 13, 1922.

ORDOU:—43,415. For cigars, cigarettes and tobacco. July 10, 1923. Columbia Cigarette Co., New York, N. Y.

TRANSFERS

CINOTA:—20,148 (U. S. Tobacco Journal). For cigars. Registered June 3, 1898, by Elliott, Ottenheimer & Elliot, Baltimore, Md. Transferred to Bowers & Ottenheimer Co., Baltimore, Md., September 2, 1919, and re-transferred to H. J. Broezel & Son, Manston, Wis., July 25, 1923.

OSAN:—20,513 (Tobacco World). For cigars, cigarettes and cheroots. Registered July 14, 1910. Calvert Litho. Co., Detroit, Mich. Through mesne transfers acquired by P. & H. Cigar Co., Red Lion, Pa., and re-transferred to J. C. Winters & Co., Red Lion, Pa., July 18, 1923.

SEND'S BIG FIVE:—29,742 (Tobacco World). For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Registered February 6, 1914, by Michigan Cigar Box Co., Detroit, Mich. Transferred to The American Label Co., New York, N. Y., and re-transferred to W. J. Neff & Co., Red Lion, Pa., July 23, 1923.

COUNCIL OAK:—22,914 (U. S. Tobacco Journal). For cigars, cigarettes and cheroots. Registered August 1, 1900, by Engstrand & McIntyre, Sioux City, Iowa. Transferred to H. & S. Cigar Co., Sioux City, Iowa, July 28, 1923.

JANO:—34,039 (U. S. Tobacco Journal). For cigars, cigarettes, cheroots and tobacco. Registered March 16, 1908, by Heywood, Strasser & Voight Litho. Co., New York, N. Y. Through mesne transfers acquired by Commonwealth Cigar Co., Inc., Lancaster, Pa., and re-transferred to Max Weingarden, Buffalo, N. Y., August 1, 1923.

FAUST AND MARGARITA:—5033 (U. S. Tobacco Journal). For cigars. Registered December 7, 1885, by Fred Hellmann, St. Louis, Mo. Transferred to Henry F. Bente, September 25, 1889, and re-transferred to John Vila, St. Louis, Mo., October 1, 1920.

BLACK ARROW:—19,666 (Tobacco World). For cigars, cigarettes and cheroots. Registered February 11, 1910, by Royal Havana Cigar Mfg. Co., Baltimore, Md. Transferred to Commonwealth Cigar Co., Inc., Lancaster, Pa., and re-transferred to T. C. Smith, Red Lion, Pa., August 4, 1923.

SOLABELLA:—19,487 (Tobacco World). For cigars, cigarettes, cheroots and tobacco. Registered January 19, 1910, by American Litho. Co., New York, N. Y. Through mesne transfers acquired by Jacob Rich, New York, N. Y., and re-transferred to Kaufman Bros., New York, N. Y., June 29, 1923.

GENERAL LEE:—12,381 (Trade-Mark Record). For cigars. Registered January 20, 1893, by J. Stahl, Jr., & Co., New York, N. Y. Transferred to W. J. Neff & Co., Red Lion, Pa., July 19, 1923.

FIRST NATIONAL:—4253 (Tobacco Merchants Association). For cigars. Registered March 11, 1922, by the Cole Litho. Co., Chicago, Ill. Transferred to Irvin S. Cobb Cigar Co., Paducah, Ky., May 14, 1923.

EL BRADFIELD:—25,280 (Tobacco Leaf). For cigars. Registered April 29, 1903, by Wm. Maher, New York City. Transferred to D. Emil Klein Co., Inc., New York, N. Y., May 14, 1923.

JAMES A. BAILEY:—31,635 (U. S. Tobacco Journal). For cigars, cigarettes, cheroots and tobacco. Registered April 12, 1906, by Heywood, Strasser & Voigt Litho. Co., New York City. Transferred to Erlich Mfg. Co., New York City, and re-transferred to Jacob Rich, New York, N. Y., February 6, 1923.

CUPIDO:—2285 (Association). For cigars. Registered August 11, 1886, by Geo. Schlegel, New York City. Transferred to B. Stahl & Co., New York City, and re-transferred by Erlich Mfg. Co., claiming to be the successor to B. Stahl & Co., to Jacob Rich, New York, N. Y., February 5, 1923.

SPIRO:—19,140 (Tobacco Leaf). For cigars. Registered June 4, 1900, by Popper, Dody & Jourdan, Philadelphia, Pa. Transferred to Henry Heymann's Sons, Inc., Florin, Pa., and re-transferred to Frank W. Lloyd, York, Pa., May 15, 1923.

SPANISH GIRL:—1869 (Legal Protective Association). For cigars. Registered December 2, 1884, by H. Segnitz & Co., Milwaukee, Wis. Transferred by Wm. Graf & Sons Co., it being claimed that the transferor is the successor to H. Segnitz & Co., to The Mueller & Son Co., Milwaukee, Wis., October 8, 1912.

GERMANS PROTEST TOBACCO TAXES

On August second practically all the retail tobacconists closed their shops in Berlin in protest of the exhorbitant taxes the government has seen fit to levy on tobacco and its products in its frantic effort to raise money. The tobacco dealers are paying almost 60 per cent. taxes while the tax on beer has been left at about four one-thousandths of a cent on a quart on account of the vigorous protests voiced by the breweries and the drinkers. Many who failed to stock up on their favorite brands were without smokes and the restaurants were doing a rushing business at their cigar stands.

CIGAR BOXES

Dependable service—Quality packages—to meet any requirement in the Wooden Containers for Cigars

The WOODEN package is the retainer of AROMA from Factory to Consumer

The Buckley Cigar Box Co., 24 Vine St., DESHLER, OHIO.

The Buckley Box Co., 1106 West Town St., COLUMBUS, OHIO.

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
WESTERN REPRESENTATIVE:
PAUL PIERSON
139 North Clark Street, Chicago, Ill.
Cigar Labels, Bands and Trimmings of Highest Quality

OSCAR PASBACH, PRES. J. A. VOICE, SECY. & GEN'L. MANAGER
PASBACH - VOICE
LITHOGRAPHING CO. INC.
ART LITHOGRAPHERS
GRAND STREET AND MORGAN AVENUE
BROOKLYN, N. Y.
CIGAR LABELS - CIGAR BANDS

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
2309 Russell Street Detroit, Mich.
Corner of Gratiot Street
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

SINCE 1870
CIGAR BANDS CIGAR LABELS
SPECIAL PROCESS
WM. STEINER SONS & CO.
257-265 W. 17th St. - New York City
Sole Distributors for New Model Cigar Banding Machine for Ungummed Bands

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

Dealers CAN NOW GET DILL'S BEST SMOKING TOBACCO THROUGH ANY REGULAR JOBBER
J. G. DILL CO.
RICHMOND, VA.
Manufacturers of HIGH GRADE SMOKING TOBACCO.

VALUE

White Owl value has won the nation's approval— the nation's approval makes White Owl value possible.

Because tens of millions of White Owls are smoked each year we can build White Owl value at White Owl price.

General Cigar Co., INC.
NATIONAL BRANDS
NEW YORK CITY

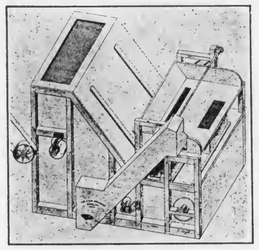
2 for 15¢ *Wherever you go have a* ***White Owl***

SEPTEMBER 1, 1923

VOLUME 43 NO. 17

THE TOBACCO WORLD

JOHN H. BAKER
SCRAP CUTTER
AND
SEPARATOR



A Scrap Cutter and Separator that really does separate

Write for descriptive matter and new price

Cigar Manufacturers Making Short Filler

CIGARS

Will do well to try our

Blended Scrap Havana Aroma

On the market since 1902

Twenty years giving satisfaction right along

HAS A FINE AROMA

CAN'T TELL IT FROM THE REAL HAVANA

Write for sample and price

Baker Tobacco and Cigar Machinery Company

YORK, PENNA.

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST. PHILA., PA.

WOODEN BOXES are better

For Display and Stock Storage

Practically all cigar store windows and show cases are designed particularly for the showing of Wooden Cigar Boxes. They permit you to arrange better displays—without lost space or "gapping holes." Wooden Boxes stack better in stock. You use less space, and get in more cigars.

and for these 5 other reasons:

1. PERFECT AGING: Cigars age naturally in wood, retaining their natural aroma from factory to smoker.
2. NATURALNESS: Cigars are a vegetable product, and belong in Wooden Boxes. The wood adds a mellowness and richness to the qualities with which the cigar has already been endowed by nature.
3. IDEAL DISPLAY: Compact, varied and eye-catching window and counter displays are most easily gotten with Wooden Cigar Boxes. With little effort you can show all kinds of effects and striking combinations.
4. BETTER PRINTING: There is no comparison between Wooden Boxes and inferior substitutes when it comes to beauty of printing and lithography. You can do almost any thing with wood.
5. SATISFACTORY SELECTION: A smoker likes to see the whole length of a cigar in the box. He wants to compare the size, shape, color and finish of the various brands you show him.

Ask the Manufacturer of Quality Cigars why he uses Wooden Boxes. He has learned there is no substitute.

THE BEST CIGARS ARE PACKED IN WOODEN BOXES

"BEST OF THE BEST"

OPTIMO CIGARS — VERY MILD — VERY MILD

Manufactured by **A. SANTAELLA & CO.**
Office, 1181 Broadway, [New York City
FACTORIES: Tampa and Key West, Florida

"For Gentlemen of Good Taste"

SAN FELICE
2 for 15c

TWO GOOD CIGARS

EL VERSO
10c—2 for 25c—15c

THE DEISEL-WEMMER CO.
MANUFACTURERS - - LIMA, OHIO

LA PALINA

IT'S JAVA WRAPPED
CIGAR

The cigar with the universal taste appeal. Sales in every section of the United States prove that La Palina will permanently satisfy any man who enjoys a fine cigar.

La Palina advertising is making more La Palina Smokers every day. New factories are being opened to provide for the the increasing demand.

Are you getting your share of this La Palina business? More than one hundred and fifty million sold yearly.

CONGRESS CIGAR COMPANY
Philadelphia

TRADE "JARSO" MARK

Cannot be told too often:
"The Best Cigars Are Packed in Wooden Boxes"

TRADE "JARSO" MARK — TRADE "JARSO" MARK

MONROE JARRETT SONS
MANUFACTURERS OF
CIGAR BOXES
S. W. Cor. Randolph and Jefferson Sts. - Philadelphia, Pa.

TRADE "JARSO" MARK

To Whom It May Concern:

To the right you see the LIBERMAN POWER SCRAP BUNCH MACHINE which has for more than a year been working successfully in many high grade cigar factories.

You can LEASE or BUY it with Service Guaranteed.

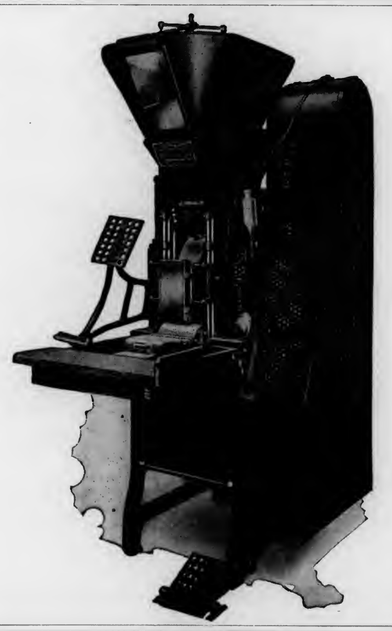
It makes Perfect Bunches of any size and shape—out of any size scrap.

Its daily production is 4000 to 7000 Bunches—depending on the speed of the operator.

The latest improved model is Simple in Construction and does not require a mechanic to adjust and keep in order.

FULL PARTICULARS ON APPLICATION

LIBERMAN MANUFACTURING CO.
N. W. Cor. 20th St. and Allegheny Ave.
PHILADELPHIA, PA., U. S. A.



STICK TO Cinco - IT'S SAFE

2 for 15c
everywhere

OTTO EISENLOHR & BROS. INC.
PHILADELPHIA —— EST. 1850

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Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

WANTED

TOO LATE TO CLASSIFY

WANTED—I WILL BUY LARGE QUANTITIES OF CIGARS, cigarettes and tobacco as job lots. Cash transactions. Write full particulars. M. Goldberg, 638 Arch Street, Philadelphia, Pa.

BUSINESS OPPORTUNITY

H. UPMANN & CO.—JUNTA LIQUIDADORA.

In compliance with a resolution taken by this Board, in its meeting celebrated the 18th of June, 1923, and duly authorized by the "COMISION TEMPORAL DE LIQUIDACION BANCARIA," there will be sold at public auction the business of the cigar factory "H. Upmann," together with its industrial brands, the price to be paid only in cash.

1.—The auction will take place in the City of Havana, at the office occupied by the JUNTA LIQUIDADORA DE H. UPMANN & Co.," on the 18th of October of the present year at 3 P. M.

2.—Licitators will have to deposit beforehand with the Board an amount in cash equal at least to 10 per cent. of the price stipulated for the auction, without which condition they will not be admitted. These deposits will be returned to their respective owners immediately after the auction, except the one corresponding to the highest bidder, which will be retained in deposit as guarantee for the fulfillment of his obligation, and, in such case, as part of the price.—

3.—All of the expenses for documents, certificates, legal expenses and the corresponding registration fees, are to be paid by the purchaser; bids can be made with the reservation to cease the rights to a third party.

4.—The properties which will be jointly sold at auction are the following:

A. THE CIGAR BRAND "H. UPMANN" WITH ITS ANNEXED BRANDS, LABELS AND PATENTS OF ANY KIND WHICH COULD BE REGISTERED IN THE NAME OF H. UPMANN & COMPANY, OR HERMANN UPMANN AND ALBERT UPMANN, ESTIMATED AT $400,000.00.

The Board will consider any proposition which may be made, but it reserves the right to accept or refuse same at its convenience.

The brand "H. Upmann" being especially affected to the payment of a credit of $197,059.66 plus interest at the rate of 8% p. a., the purchaser will assume the obligation of paying same direct to who may result to be owner of same, deducting same from the amount for which the properties described in this paragraph "A" may be adjudicated to him.—

B.—THE STOCK OF LEAF TOBACCO, ELABORATED TOBACCO, LABELS, FURNITURES AND FIXTURES OF THE FACTORY, CAR FOR THE CONDUCTION OF GOODS, MACHINERY FOR MAKING CASES, ACCOUNTS PAYABLE AND ACCOUNTS OF GOODS IN CONSIGNATION.

The value of these assets is of $251,691.09 as per balance of 28th July, 1923. All of it may be examined by those interested in the auction within 15 days before the date stipulated for the same, and will have to be paid for at least the sum which the books of inventory and stock will show on the day of the auction.—

6.—After the offer has been accepted, the purchaser will be obliged to pay the price within a term of 15 days, against the execution of the corresponding documents, and the definite approval of the "COMISION TEMPORAL DE LIQUIDACION BANCARIA."—

Havana, August 8th, 1923.—

C. M. SOTOLONGO, *Presidente.* G. DEL VALLE, *Secretario.*

The Tobacco World

Established 1881

VOLUME 43 SEPTEMBER 1, 1923 No. 17

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

PRICE: United States, Canada, Cuba and Philippine Islands, $2.00 a year. Foreign, $3.50.

Have you seen the big full page newspaper series?

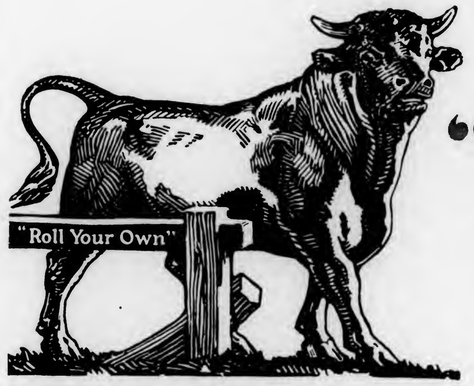
Save from $52 to $78 a year

You will be amazed to see how the use of "Bull" Durham will cut down the cost of your smoking.

How is it possible to give you quality at the low cost of 10 cents for 50 cigarettes?

ANSWER: The government tax alone on 50 machine-made cigarettes is 15 cents—5 CENTS MORE THAN THE COST OF 50 "BULL" DURHAM CIGARETTES TO YOU!

The average smoker saves $1 to $1.50 a week by "rolling his own" from "Bull"—or from $52 to $78 a year. This makes quite a Christmas fund—or pays for a fine trip.



GENUINE
"BULL"
DURHAM
TOBACCO

Guaranteed by The American Tobacco Co.

50 GOOD CIGARETTES 10¢

(Reduced facsimile of Newspaper Page)

YANKEE BUNCH MACHINE

SAVES 30% TO 40% ON BINDERS.
MAKES BUNCHES EQUAL TO HAND MADE.
PRODUCES MORE CIGARS AT LESS COST.
WORKS EITHER LONG OR SHORT FILLER.
INEXPERIENCED GIRLS QUICKLY TAUGHT.

Made in five sizes —4", 4½", 5", 5½", and 6" wide

Millions of nationally known brands are now being made in factories equipped with this machine.

The original cost is so small you cannot afford to buy any other machine.

2309 Russell St. DETROIT, MICH.

A Definite Aid to Increased Cigar Sales
IS THE
WOODEN CIGAR BOX
We offer a Quality Product Combined with Service
YORK CIGAR BOX COMPANY
COR. HOWARD & MASON AVENUES
YORK, PA.

La Flor de Sanchez Y Haya
THE OLD RELIABLE BRAND OF
CLEAR HAVANA CIGARS
Ignacio Haya
THE ARISTOCRAT OF
THE HAVANA FAMILY
MANUFACTURED BY
SANCHEZ & HAYA CO.
FACTORY No. 1 TAMPA, FLORIDA

LA MEGA
Clear Havana Cigar
MADE-IN-BOND

LA MEGA is made only in the finer grades.
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THE TOBACCO WORLD

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For the Retail and Wholesale Cigar and Tobacco Trade

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EDITORIAL COMMENT

TO date the Federal Trade Commission has filed about twenty complaints against manufacturers, jobbers and dealers in the tobacco industry. Thus far about half the cases have been tried but no decision has been rendered in any of them.

The business methods and trade practices under fire involve important principles and it will probably be many months before a decision that will settle the cases, can be rendered.

It is fairly certain that if the Federal Trade Commission continues the fight that the final decision will be rendered by the Supreme Court. To all concerned the time and money that will be involved in such a procedure is disheartening to contemplate. Nevertheless such action would indicate the faith of the defendants in their rights, and their innocence of wrong-doing.

The defendants, in addition to paying their share of the costs of such litigation, are also paying a portion of the costs of the prosecution, in income taxes, corporation taxes, and special tobacco taxes paid the Government, and in turn expended by it through its various channels of operation. It is a case of paying at both ends.

The unhappy part of the activities of the Federal Trade Commission is the position in which they place the defendant. He may not know who his accuser is nor what the specific accusation is. The name of the complainant and the specific charge brought is impounded. The "Sally Prys," impersonated usually by young lawyers, set out to get "the goods," and in the past they have not been particular about the methods employed. Fortunately, some defendants have had the courage to fight for their rights, and the courts have put the Federal Trade Commission and its agents in their place on at least one occasion.

But all this irritation, and expense, is not the only cause for just complaint on the part of the accused. The preliminary investigation may result in the issuance of a formal complaint, without an opportunity for defense by the defendant.

The issuance of a formal complaint immediately gives nation-wide publicity to the name of the accused, and sets up in the minds of the trade, and the public as well, the suspicion that the defendant is guilty as charged.

Further investigation may result in the complaint being dropped, but the newspapers seldom give the same publicity to this action that is given to the filing of the complaint.

If, on the other hand, hearings are held, and the decision to "cease and desist" is handed down by the Commission, the trade and public are doubly strengthened in their belief that there has been wrong-doing.

The decision may be appealed in the courts and, as in many cases, the findings of the Federal Trade Commission may be reversed. But that victory is often dearly bought by the defendant, for all time may not be able to eradicate the feeling of suspicion that has been engendered in the minds of the trade and the public toward the firm or individual that has been subjected to investigation and prosecution.

Secretary Hoover is conducting a magnificent work in his efforts to make the business machinery of the country operate more efficiently and more harmoniously, and Congress has set up an institution, the principal aim of which seems to be to see how many monkey-wrenches it can throw into the business works of the country.

Of one thing we are reasonably certain; if it was made compulsory for the Federal Trade Commission to publish the name of the complainant and compel him to face the defendant, the Government would be saved tens of thousands of dollars and the Federal Trade Commission would be able to cut its expenses in half.

But the cloak of secrecy with which the Federal Trade Commission conceals the complainant is in many cases the determining factor in the filing of charges. If the complainant had to stand in the same light that he has thrown on the accused, most of the complaints would not be made. With the prophet Isaiah, we ask, "Lord, how long?"

PHILADELPHIA.

Business in Philadelphia is showing improvement as the vacation season is nearing its end, and the dullness in the leaf market here is also beginning to disappear and further improvement is confidently expected.

Considerable interest is being shown in Sumatra and Porto Rican and a better feeling is experienced between dealers and manufacturers.

Crop conditions vary in the various districts but most of the leaf is of a much better quality than last year and consequently a higher price is anticipated, although the buyers seem reluctant to become reconciled to this fact, stating that they can buy leaf at much better figures than now being asked.

Retailers are noting a good business where they are fortunate enough to be located on the main roads traveled by tourists, and it is also noted that more smokers are looking for quality in their smokes now, rather than quantity. There is practically no change in retail prices.

DUAL TOBACCO POUCH SOON TO MAKE APPEARANCE

The dual tobacco pouch, manufactured by the Master Tobacco Pouch Company, and about which there was an announcement made in this paper a short time ago, will soon appear on the market.

This wonderful pouch is especially adapted to the needs of the man who rolls his own, and enables him to make a cigarette perfectly in a strong wind or under any other extraordinary circumstances, and is also well adapted to the needs of the pipe smoker. A demonstration of this pouch was recently given on the Boardwalk at Atlantic City and this article was received with much enthusiasm.

Charles Bobrow, of Bobrow Brothers, is touring Canada in company with his daughter, Anna. The return trip will include Lake George, where Mr. Bobrow's son is spending some time in a summer camp.

J. Paley, of the Congress Cigar Company, has been spending a short time in Chicago in connection with the new branch house recently opened there.

G. B. Scrambling, and George Tarr, of the Toledo branch of the George B. Scrambling Cigar Company, visited the Congress Company last week on their way home after a vacation spent at Atlantic City.

PACE LEAVES DUSEL, GOODLOE & COMPANY

J. B. Pace, who has represented Dusel, Goodloe & Company, well-known jobbers of this city, in the coal regions of Pennsylvania for some time, has resigned his position with them, effective September 1st. Mr. Pace's new connection will be with Waitt & Bond, manufacturers of the famous "Blackstone" cigar, and his new territory will be in the State of Michigan.

VICTORY COMPANY DISTRIBUTES OWN BRAND

In an announcement to the cigar trade of Philadelphia and vicinity, the Victory Cigar Company announces that their brand, "Victory," will in the future be distributed by their own company and their own salesmen will call on the trade. This cigar was formerly distributed by the "44" Cigar Sales Corporation.

ANOTHER UNITED HOLD-UP

The United Cigar Store at the corner of Tenth and Chestnut Streets was the scene of a bold hold-up on Monday morning, July 27th, and the bandits escaped with $350 cash. The clerk, on opening the store in the morning, was immediately called to wait on several customers, so did not have time to open but one door. In a very short time a man came into the store and asked for a package of cigarettes and tendered a five dollar bill in payment. When the clerk turned from the cash register after making the change he found himself looking down the barrel of a revolver held by a companion of the customer, who had just entered. One of the men then locked the street door and bound the clerk on the floor behind the counter, while the other cleaned the cash register; after which they unlocked the door and disappeared. By the time the clerk had been discovered behind the counter and unbound there was no trace of the bandits.

Several hold-ups of a similar nature have been perpetrated on the United on Monday mornings just after opening up—and it might be well for the United to consider not opening up these stores so early in the morning, but wait until more people are about on the streets.

Charles S. Hipple, of the firm of Hipple Brothers & Company, well-known leaf tobacco merchants of Third Street, this city, was a visitor to the New York Water Street market last week.

PHILADELPHIA PHYSICIANS ENDORSE TOBACCO

Introducing the smoking of tobacco as one of the causes of the widely discussed death of Lord Carnavron, the discoverer of old King Tut's tomb, is nonsense, according to Dr. H. A. Hare, of this city; as is also the statement that the use of tobacco has decreased the height of the American and English during the last century. As a matter of fact, says the physician, the height of both these races has been increasing during the last century.

Dr. E. Q. Thornton, also of this city, also states that there is no basis whatever for the wholesale condemnation of tobacco, any more than there is for the condemnation of coffee or tea. He admits that tobacco may be used to excess, but so may coffee, tea and many other things. It is his opinion that tobacco, like coffee, is for the comfort of man.

Following a vacation of a few weeks at Stream Lake, Me., Louis A. Kramer visited the New York City Water Street leaf market last week.

Benjamin Lichty, of the firm of Otto Eisenlohr & Brothers, Incorporated, is traveling in the South visiting distributors of the "Cinco" cigar.

Leo Weiss, of Antonio Roig & Langsdorf Sales Organization, has returned to his desk after an extended trip through the Middle West and reports business good on their brand ("Girard") throughout the territory visited.

Howard L. Pent, president of the Coraza Cigar Company, Seventh and Cherry Streets, this city, was a visitor to the leaf market in New York City last week. The Coraza Cigar Company manufactures the "Marshall Field" cigar, made in six sizes, which is fast gaining a good foothold both in the east and middle western territories.

Elmer K. Jarrett, of the firm of Monroe Jarrett Sons, left on Tuesday for Chicago to attend the convention of the National Cigar Box Manufacturers' Association, which was held in the Drake Hotel on Thursday and Friday, August 30 and 31.

In the party with Mr. Jarrett were Henry L. Sheip, of the firm of H. H. Sheip Manufacturing Company, and Nelson M. Vandegrift, of the firm of Sheip & Vandegrift. All the above firms manufacture wooden cigar boxes in this city.

CONSOLIDATED CANCELS INCREASE

Owing to the strenuous protest by dealers to the increase which was announced a short time ago on the "44" Invincibles, the Consolidated Cigar Corporation has sent out another announcement stating that this brand will continue to sell at $59 per thousand in all packings. Dealers' attention is called to the fact that this additional cost in this brand, owing to the increase in raw materials, is being absorbed by the company in the interest of the dealer, and their cooperation is urged in pushing this brand so that the increase in sales may in a measure offset this additional cost.

GENERAL TOBACCO COMPANY CAMPAIGN

An advertising campaign, under the leadership of Aubrey & Moore, Incorporated, has been started on "Churchill Downs" cigarettes, "Hudson Bay" tobacco and "Ben Wade" pipes, by the General Tobacco Company of Chicago. The advertising is appearing in magazines and newspapers.

LEAF TOBACCO EXPORTS

A total of 41,666,233 pounds of leaf tobacco, valued at $8,996,436 was exported from the United States to various parts of the world during the month of June, according to figures just compiled by the Bureau of Foreign and Domestic Commerce of the Department of Commerce. Of this amount, 27,787,598 pounds, valued at $5,507,380 was of dark-fired Kentucky and Tennessee product while bright flue-cured was second with exports of 8,766,607 pounds, worth $2,127,418.

During the same month we exported 87,031 pounds of cigar leaf, valued at $31,204; 72,619 pounds of smoking tobacco, valued at $47,418, and 1,023,463,000 cigarettes, valued at $1,956,218.

MARTIN CIGAR COMPANY LEASES NEW BUILDING

George H. Martin, head of the Martin Cigar Company, has announced that his company has just closed a ten-year lease for the Ferd Roddewig Building at 409-411 Harrison Street, Davenport, Iowa, and will move into their new quarters about September 15th.

The wholesale department of the company is now located at 116-118 Main Street, which is a portion of the site on which will be erected the new $1,000,000 building of the First National Bank. The commissary department of the company is at present at 216 West First Street, and the advertising department is now at 101 Main Street. All of the various departments will be moved to the new location after extensive repairs and improvements are made costing upward of $10,000.

A humidor with a capacity of 1,000,000 cigars will be constructed and a separate humidor for preserving candy will be installed. Fine hardwood fixtures and thoroughly modern office equipment will complete the arrangement.

EMPLOYMENT SITUATION IMPROVING

Generally increased employment throughout the country in July is shown by a survey of the industrial situation just made by the United States Employment Service. Reports secured from 1428 of the larger firms in the country, located in 65 of the largest industrial centers, show that nine of the fourteen basic industries reported increased employment during the month. The general aspect of the employment situation is encouraging, officials of the Employment Service state, despite the fact that July is the month of vacations and usually the month of a slowdown in industry. The industrial survey for the month indicates a healthy undertone, and a splendid spirit of optimism prevails practically throughout the entire industrial field.

"A few pessimists pop up their heads here and there," declared Director General Francis I. Jones; "however, they are always with us. There is an atmosphere in industry that is decidedly optimistic. Some call it 'back to normal.' We are of the opinion that it is back to a sound and firm foundation that is wholesome and basically healthy."

NEW SHAPE BROUGHT OUT BY MILLER, DuBRUL & PETERS

As the result of replies received from a questionnaire sent out recently to retail cigar dealers, asking them to advise their choice as to a new shape for cigars, the Miller, DuBrul & Peters Company, of Cincinnati, has perfected a new cigar mold making a shape called "Campo."

This new shape is much like the perfecto but a trifle straighter in the body and the ring measurement is 44/64 inch. It is 4¾ inches long and the tuck is cut 9/32 inch in diameter. The head of the new shape is small enough to be held in the mouth comfortably and yet is large enough to prevent choking or plugging.

The new shape cigar will smoke very evenly and will fire at the first puff.

ARE YOU READY FOR CANDY DAY?

Retailers all over the United States are planning to celebrate Candy Day by having a fall opening in their stores; knowing that by observing Candy Day they will not only increase candy sales from 100 to 500 per cent., but also that by having a fall opening they will help their business generally. They have rearranged stocks, given their store a thorough cleaning, painted up where necessary, bought new fixtures and made their stores look just as clean and attractive as possible. They have also ordered a fresh line of candies for Candy Day and plan to make a prominent display of these goods. As their customers come in to make their daily purchases they tell them of this fall opening which is going to be on Candy Day, Saturday, October 13th, and advise them about having a number of items specially priced for fall opening. This will help to dispose of goods on which they are overstocked or which it is desirable to clean out and will be a special inducement for customers to come in on that day.

If you haven't prepared as above for your fall opening you are missing a big opportunity for drawing attention and more customers to your store. Make your plans now and don't let your competitor get ahead of you. You can get free of charge from your manufacturer or jobber from whom you buy your candies a set of attractive three-colored window posters, which will help decorate your store for your fall opening. If by any chance they cannot supply you, send to us $1.25, for which we will send you the Candy Day material and add your name to our list for the holiday window service for which we will send you three weeks prior to each holiday an attractive four-colored lithographed poster for the following holidays:

Hallowe'en, Christmas, Easter.
Thanksgiving, St. Valentine's Day,
Mother's Day.

If when your order reaches us we are out of the Candy Day material, we reserve the right of starting this service with the next holiday for which we have material available.

Get ready for fall business—prepare ahead of your competitor and don't lose this opportunity for increasing your business. Have a real honest-to-goodness fall opening on Candy Day. You will never regret it from the results you obtain from increased sales and increasing your sales generally and the finest part about it is that it costs you so little.

The material mentioned above for your fall opening may be had by writing to Publicity Department, National Confectioners' Association, 208 N. Broadway, St. Louis, Mo.

DECREASED TOBACCO PLANTING IN MEXICO

Tobacco planters in the Valle Nacional and Ojitlan districts of Mexico, it has been reported, will not plant any tobacco this season, owing to the low prices and to the fact that many planters still have their last crop in the warehouse and are unable to sell it or even to get any offers for it. Rains and winds have caused great damage to the Tuxtepec district tobacco in the past two months.

MUCH WISCONSIN TOBACCO

Milwaukee, August 26.—The Wisconsin tobacco crop will be large, and the prices are also high, with many early contracts at 25 cents a pound. The pool which holds a large portion of the State crop is not ready to sell yet, and has not made any quotations. Late rains have helped greatly, and the outlook is for a high quality crop. The yield will exceed 50,000,000 pounds.

MOSES SACKS DIES

Moses Sacks, head of the well-known manufacturing concern of M. Sacks & Company, Incorporated, died suddenly on August 22d. The firm of M. Sacks & Company manufactured the well-known brand of "Armas del Casa," and this brand was known to always contain the best tobacco obtainable.

Mr. Sacks is survived by a wife and three daughters. Two of the daughters are married to two sons of Asa Lemlein, who is now general sales manager for Julius Klorfein, manufacturer of the "Garcia Grande."

"TOPICS" GOING BIG IN MILWAUKEE

The sale of "Topic" cigars, manufactured by Bobrow Brothers, of Philadelphia, Pa., is being given quite a boost by the sales force of the Milwaukee Cigar and Tobacco Company.

This concern was formed a short time ago through the consolidation of the firms of Stein Brothers and Sher and Vinograd.

The "Topic" baseball team has the pennant which they won in 1922 hung on the wall at the office of the Milwaukee concern and also has a space reserved for the 1923 pennant, which they feel sure they will capture.

DEMUTH BRUYÈRE THE FINEST

The following announcement of an achievement is being sent out by William Demuth and Company, New York City, to the trade:

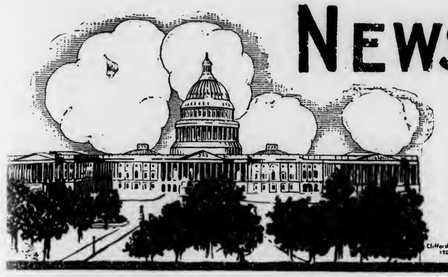
For three generations this organization has been producing pipes for the smokers of the world.

Now we have perfected a pipe, so fine in its appearance and smoking qualities, that we are proud to distinguish it as Demuth Bruyère. It represents the realization of an ideal conceived and developed during sixty-two years of pipe craftsmanship.

Time is not considered an element in the making of a Demuth Bruyère. The only specification of material and workmanship is ideal perfection. Quantity production is neither desired nor possible. The result is an ultra-fine pipe—a pleasure to manufacture, a privilege to sell, and a joy to smoke. It is made in a range of twelve styles to retail at six dollars each, and is unconditionally guaranteed.

Demuth Bruyère will soon be known to the discriminating smokers of the country as "The Finest." On November twenty-ninth the enclosed full-page advertisement will appear in *Life.*

Our representative will discuss with you personally, on his next visit, these and other important and distinctive features of Demuth Bruyère.



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

PLANS are now being made in the Census Bureau for the taking of the next census of cigar, cigarette and tobacco production, which will cover the activity of producers and manufacturers for the year 1923. This work is under the supervision of E. F. Hartley, chief statistician for manufactures, who has practically completed his plans for the taking of the census. The schedule on which the census will be put is now in the hands of the Government printer, and it is planned to distribute copies so that each manufacturer will have his questionnaire by January 1st next.

The 1923 manufactures census will cover the same ground as did that of 1921 and, as in that year, will cover only the operation of manufacturing plants having an annual production valued at $5000 or more. The schedules used will be very similar to those used in 1921, only such changes being made as were found desirable as a result of experience in the last census.

The 1923 census will provide the industry with a report showing the number of establishments, the number of persons engaged in the industry, segregated so as to show proprietors and firm members; minor officials and salaried clerks; and wage-earners; the percentage of activity in the industry based upon the number of days operated by each plant; salaries and wages; cost of materials and contract work; and the total production, both by value and quantity.

This information will be compiled for all industries. At the present time, however, the Census Bureau makes a monthly census of production in certain lines and in all cases where monthly reports are taken, industries will be asked only for such information as is not included in the monthly inquiries.

In announcing his plans for the next census, Mr. Hartley has pointed out that it is essential that producers return the schedules as promptly as possible in order that the work of making the report may be expedited.

With the return from Europe of Senator Reed Smoot, of Utah, who will be chairman of the Senate Finance Committee in the next session of Congress, plans are taking shape for the re-opening in December of the tax question. During the coming session of Congress, there is no doubt but what energetic efforts will be made to secure the repeal of all remaining war taxes, which includes the levy on cigar holders, pipes, etc., with which will be coupled, in one form or another, a sales tax which is expected to furnish the revenue which would be lost by the elimination of the other levies.

It is understood that President Coolidge is in favor of the opening up of the tax question in a general way, so as to bring about a reduction in income taxes, particularly in the lower brackets, and the surtaxes on large incomes. At the same time the Administration is on record as favoring a constitutional amendment under which bonds now exempt from tax would be reached. It is estimated that more than $10,000,000,000 have been invested in such bonds, and that money returns no revenue to the Government. On the other hand, Senator Smoot is opposed to the opening of the question because of the fear that the radicals will take advantage of the opportunity to slip in legislation providing for a return of the excess profits tax and other features that the leaders are sidestepping.

The House of Representatives, generally speaking, favors tax reduction and tax revision. A big fight will be waged, if the opportunity is afforded, for a return of the excess profits tax. The sales tax will be seriously opposed and it is doubtful if it can be put through, especially in view of the many changes in the House membership just brought about at the last elections. The farmers are antagonistic to this proposal, and the farming interests will wield far-reaching influence in the next Congress. Senator Smoot, however, will again push his sales tax plan, and expresses optimism as to the result, and the United States Chamber of Commerce, representing about half of the business men of the country, has gone on record as being in favor of such a tax, and has carried its recommendation to President Coolidge. The chamber advocates the repeal of all remaining war excise taxes, with any revenue which might be needed as a result of their elimination to be collected by the tax on sales.

There is a third interest in Congress—Senators and Congressmen who want to "let well enough alone." These men, with eyes turned towards the next presidential elections, oppose all legislation other than that which must of necessity be enacted. Under this heading will come such matters as the annual appropriation bills providing funds for the operation of the Government departments, but this group fears that once the legislative mill gets under way it will be found difficult to stop the wheels, and with the make-up of the personnel of the next Congress known to them, they will do everything in their power to thwart undue legislative activity.

Tax legislation, under the Constitution, must orig-

(*Continued on Page 16*)

DETROIT

Detroit Is Now One of the Leading Cities of the United States—George W. Rector Visits the Dynamic City—Effective Work Being Done on "Chancellor"—Walter McCreath Joins Harry W. Watson Company

Detroit, Mich., August 25, 1923.

DETROIT today is recognized as one of the most interesting cities of North America, delegations from foreign lands and government representatives of all nations would not think of visiting the United States without making Detroit the principal city on their tour of inspection. Detroit is destined to become a city of two million population within the next few years. Organized capital is not overlooking this significant fact. Our manufacturing industries have become great quantity producers in every line, and have set out to establish a system of the greatest efficiency. The business man who is looking the country over for a place to settle down, can find no better place than Dynamic Detroit.

Mr. George W. Rector, the man who put the world's famous restaurant "Rector's" on the pleasure map, was a visitor here last week. George now is touring the country representing the famous brand of "Pall Mall" cigarettes, and he says he is going to make that cigarette as popular and as famous as the name of Rector. When prohibition came George Rector kept the bright lights burning, the syncopated orchestra humming and the dance floor polished, but like others of world renown fame, along the Great White Way, Rector's had the key turned in its doors and George stepped out to start all over again. And he started with the smile, that was one of the most valuable assets to the success of one of the most famous restaurants in America.

G. D. Nussbaum, of Berriman Bros., Tampa, Fla., called on the trade here last week and reported a very satisfactory business on his brands. After booking some very fat orders, he departed for the far West.

"Blackstone" cigars (Waitt & Bond) are being extensively advertised in our city, several hundred attractive billboards occupy the most prominent locations. Reports from the local distributor (Chas. F. Becker Company) is that the brand is going over big with every dealer.

Harry H. Parr, division manager of the American Cigar Company, is doing some very effective work on "Chancellor" cigars. Many windows and unusual attractive signs are to be seen throughout the city, advertising this well-known brand which is increasing in popularity in our midst.

The Bert Johnson Cigar Company are featuring "Tilford's" in many shapes, sizes and packings this week. One entire case is devoted to the displaying of this high-grade cigar and the retail sales are growing wonderfully. The wholesale department is meeting with great success in placing "Tilford's" with the trade, and many are the fat and juicy orders that the salesmen turn in daily.

The Howes-Shoemaker Company report the business on "Girard" cigars to be increasing daily. The entire sales force are devoting their attention to this well-known brand and are doing some very effective work in pushing "Girard" cigars to the front.

W. C. Foley and Jack Finn, of "Philip Morris" and "English Oval" fame, gave the city the once-over last week and put in some good work on both of these high-grade cigarettes. They both gave the good report of business being better than ever before on their brands.

F. A. Burgess, sales manager for P. Lorillard Company, was on the list of out-of-town visitors last week. F. A. was making the rounds with Harry Hoyt, division manager for the State of Michigan.

Walter McCreath has accepted a position with the Harry W. Watson Company, and is working the downtown trade on "Don Julian" and "Popper's Ace," the two leading brands of the Watson Company.

Edward J. Canfield, representing the United States Tobacco Company, and his crew of retail salesmen, are doing some good work on "Dill's Best" and "Osterloh's Dollar Mixture" in our city at the present time. The window displays are proving very effective on these two well-known brands and many displays are to be seen on the main highways. The boys are getting a wonderful distribution and many repeat orders on this high grade line. The company has recently equipped all of its salesmen with the latest models of Ford coupes, artistically decorated with their brands, which are used in calling on the retail trade.

A. S. Kuder, of the sales force of the John T. Woodhouse & Company, is confined to his home very ill. Upon advice of his physician he is kept absolutely quiet and it is impossible for any of his friends to call.

The J. J. Bagley Company are working a pipe deal to introduce "Buckingham 15-cent Tins" on the Detroit market. A sixty-cent imported briar pipe and one fifteen-cent tin of "Buckingham Tobacco" for the special price of forty-nine cents. Attractive posters are placed on the dealers' windows drawing the attention of the smokers to this deal, and from last reports it's proving to be a winner and going over big.

Pete Payette is back in our midst again doing some very effective work on "La Preferencia" cigars, through the sales staff of John T. Woodhouse & Company, local distributors of "La Preferencia."

(*Continued on Page 24*)

The Art of Good Cigars and Spanish Cedar Cigar Boxes

The present Generation inherits among the many blessings bestowed by the Past, none much finer than the perfection of the Fine Cigar. And this is the contribution and the development from an Art as painstaking and studious as that required for the production of any other Great Work.

From the first time SPANISH CEDAR was discovered to be the naturally appropriate material out of which to make Cigar Boxes, the Artist has used it constantly and exclusively for his Best Brands of Cigars, as their most fitting frames and preservers.

This wood has in combination, every desirable property for the Ideal Container for Cigars; -- Tradition, Texture, Color, Protective Element, Aroma and many other qualities that distinguish it from all other materials, and renders it peculiarly suitable for attaining High Standards.

The Smoker, himself an Artist of some discernment, fully appreciates the exceptional aroma and taste of a Cigar that has been packed in a SPANISH CEDAR Box.

Spanish Cedar Cigar Boxes Make Good Cigars Better

(*ADVERTISEMENT*)

CIGARS
BUSINESS BUILDING
BY A TRAINED BUSINESS MAN AND ADVERTISER
WRITTEN ESPECIALLY FOR THE TOBACCO WORLD BY A.E.P.
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AMERICANS are one of the most social people in the world. Or should I say hospitable?

In those free and easy pre-Volstead days, when damp stuff could be had at every corner, the hospitality of men expressed itself by leaning up against the counter and asking the other fellow to "put a name on it." He did so, and a soft and loving spirit pervaded the hearts of all.

Today the American seems to have no manner of expressing the hospitality which is inherent in the heart of all except through the agency of a cigar.

And, sad to say, the consumption of cigars has not increased to any appreciable extent during the past ten years, though tobacco and cigarettes have increased enormously.

It would be sad indeed if this feeling of social hospitality, which was such a delightful feature of American life, should die out. And I rise to ask what can be done to prevent it?

It makes a man feel happier to hand another a cigar. It makes the other feel happy to receive it.

What can be done to enlarge and increase this delightful practice, which makes for sociability, friendship, deepens the feeling of brotherhood in men, lessens the selfishness about which so many complain —and makes business for the retailers?

It is a big subject. It is important. If you have any good ideas regarding it, won't you drop a line to the Business Building Department?

Many and many a man has put a single article or a business across by the simple idea of having a selling point and hinging all his transactions on that feature.

This is remarkable when you come to think about it, but what makes it still more remarkable is that the selling-talk is sometimes a mighty poor one.

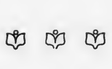
As a little idea will often develop a big business, so I believe this one may, if properly worked, increase the trade of many and many a cigar store. Why not give it a try? Here is your selling point: "We Sell on Small Profits."

Don't seem like much of a selling point, does it? But it is a good one. Mighty good. The highest building in the world was built on a foundation of ten-cent articles, sold at small profits—and the merchant accumulated a fortune of thirty million berries.

A cigar store near my office specializes on small profits and also handles candies and such on the same plan. It does an enormous business, and makes money.

If you should concentrate your mind on it you would learn of merchant after merchant in different lines who has climbed the financial hill by small profits. You will soon be able to talk hours on your selling point, and make placards for your window, and put mighty interesting advertisements in the newspaper. In the course of time this idea will begin to bore itself in the brains of your customers. It will "get" them. They will believe they get more for their money from you than at any other store. They will continue to trade with you, even if they should have to walk a hundred miles through snow fields ten feet deep. They will tell their friends, and the friends will deal with you. They will tell *theirs,* who also will deal with you. And so your trade will grow like a snowball rolling down a steep hill.

Verily a selling point is a wonderful thing, and as a business-lifter, an idea is more potent than a hydraulic jack.



Why is it the sales of cigars have not increased to any material extent during the last ten years? There are now sold about eight billion cigars annually, and they have stood still at this figure for a decade.

During that time pipe tobacco and cigarettes have increased enormously.

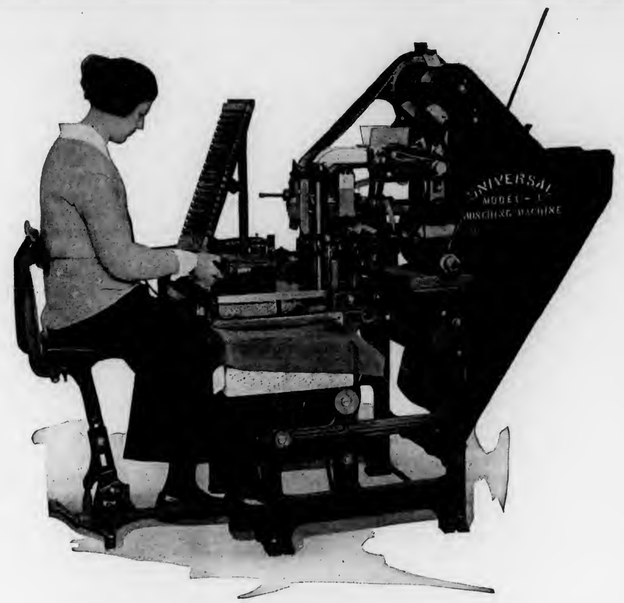
Somehow it seems fit and proper that an American should smoke a cigar. The size of a cigar chords with the size of a man. A cigar is substantial, has a "presence," bestows dignity, costs money, befits a man in every way, and Americans should smoke them in ever-increasing quantities.

A pipe is strictly proper and a comfort in the home or anywhere when one is "at ease." A cigarette well befits the young, and fully harmonizes with his air, manner and atmosphere. We have grown used to the cigarette with the middle-aged, but when we put on our critical glasses and view it dispassionately we are forced to the reluctant confession that it is appropriate for youth only.

We strive for well-balanced meals. Why shouldn't we have well-balanced smokes?

The whole fraternity should get behind cigars. The manufacturers should make good ones. They should be marketed with the smallest overhead, and they should be advertised, and praised, and "talked up" with enthusiasm, force and skill, so they will take their proper place, and not lag behind as they are doing.

(*Continued on Page 23*)



THE Model L Universal Short Filler Bunch Machine is a saver of time and money, a guarantee of finely made, good smoking cigars. For the following ten reasons the Model L Universal is highly recommended for working short filler or large size scrap tobacco:

1. Straight or shaped work, both well done.
2. Makes right or left hand bunches perfectly.
3. Uniform size and weight of bunches assured.
4. A very substantial saving in labor cost.
5. Handles scrap or short filler of unequal sizes.
6. A long, even rolling for better smoking qualities.
7. Damp or dry tobacco handled with equally good results.
8. Low cost of upkeep; does not easily get out of order.
9. The easily, adjustable weighing scale meets all requirements as to changes in sizes of tobacco and weather conditions.
10. Fluffy filler because the tobacco is lifted from a hopper—a decided improvement over the gravity method of feeding.

The Model L Universal Short Filler Bunch Machine

Price $500

Complete With Folding Chair and ⅛ H. P. Motor

A specially designed folding chair goes with the Model L Universal Short Filler Bunch Machine. Complete satisfaction for both manufacturer and operator goes with it too.

Motor furnished to be AC 1/6 H. P., with wood base and wire connection (our Standard), 110 or 220 volt, 60 cycle, single phase; or DC 1/6 H. P. with wood base and wire connection (our Standard), 115 or 230 volt.

Motors varying from these specifications are special Motors and subject to our prevailing prices

Price F. O. B. (Ex Works) Factory, Newark, N. J., U. S. A.

Universal Tobacco Machine Co.

116 West 32nd Street, New York, U. S. A.

Factory: Newark, N. J., U. S. A.

News from Congress

(*Continued from Page 11*)

inate in the House. President Coolidge will talk with House leaders on the matter of revenues, but Senator Smoot and his senatorial colleagues will have a great deal of influence with the Administration in mapping out the kind of legislation to be sought. While this legislation must originate in the House, it is generally in the Senate that the final pruning is given to bills and it is in the upper branch of Congress that undesirable legislation is most often defeated. The Finance Committee is the most powerful body in that respect, and with a decided Republican majority, there would be no doubt as to the fate of legislation introduced by opponents of the Administration. However, the Republican majority in the Senate, which was twenty-one at the last session, has been cut to six, and of the ten Republican members of the old Finance Committee only five will be in Congress this year. It is probable, in view of the reduced Republican majority, that there will be a demand for increased Democratic representation on this committee, and also for more complete representation of the so-called Farm Bloc.

The elimination of the tax on cigar holders, pipes, etc., has a great many supporters in Congress, and there is no doubt but that decided efforts will be made during the coming session to have this tax repealed.

Problems with which the tobacco and other producers of the country are faced in conducting their domestic trade were discussed at a conference held at the Department of Commerce August 16th, when representatives of various trades conferred with Irving S. Paull, chief of the Division of Domestic Commerce.

The conference followed substantially along the lines of the retail conference held last month, and is part of the department's program for the determination of the specific fields of manufacturers, wholesalers and retailers. A committee was selected to formulate suggestions to be followed by the Division of Domestic Commerce in the carrying out of this program, and a further meeting will be held in Washington on September 7th, at which time the committee will report back, making recommendations for future activities along this line. The matters discussed included such subjects as distribution, the relation of the manufacturer to the wholesaler, retailer and consumer, etc.

The Division of Domestic Commerce will direct its activities toward a study of methods, costs and wastes in domestic commerce distribution processes, including the relation of transportation charges to retail prices, through co-operation of retailers, producers, wholesalers and the other agencies between the original producer and the ultimate consumer. The meeting held on August 16th was part of the research which is being made in marketing of certain commodities through analysis of the actual processes and costs of distribution, working back through retailing, jobbing, wholesaling, warehousing, manufacturing, preparation, and marketing of raw materials.

Following the completion of the program for the study of manufacturing problems, further meetings will be held at which other branches of industry will be represented.

The platform of the business men of the country on important economic questions with which the President is confronted were placed before him recently by a committee representing the Chamber of Commerce of the United States.

The committee told President Coolidge that the chamber stands for private ownership and private operation, under fair and just regulations, of the railroads. The chamber is also opposed to the Government engaging in commercial business, and believes that further efforts should be made to solve a plan of operating our merchant marine by private citizens, before entering upon direct Government operation of Government-owned ships.

With regard to the tax question, the President was told that the chamber is in favor of a repeal of the remaining war excise taxes, with any needed revenues obtained from a sales tax; readjustment of income surtaxes; taxation of future issues of Federal obligations; prompt and conclusive settlement of tax liability to all persons who act in good faith, and establishment of a court of tax appeals, independent of the Treasury Department, to assure an early and impartial decision upon substantial questions. The chamber also feels that the income tax, in times of peace, should not be payable until the amount has been finally decided and this amount should be subject to later revision only in case of fraud. The administration of Federal income taxes, it was held, should be so decentralized that a taxpayer may have opportunity for prompt initial decision of questions between him and the Government without the necessity and expense of a trip to Washington.

The committee stated that the chamber advocates the principle of a flexible tariff, but favors the creation of a separate tariff adjustment board so that the Tariff Commission may continue uninfluenced its functions as a research and reporting body.

Federal authorities are understood to be investigating charges that drugs have been smuggled to inmates of prisons by use of "doctored" cigars. Both bands and cigars themselves, it is alleged, can be made to carry dope, the bands being impregnated with it while small quantities are worked into the filler immediately beneath the section covered by the band.

In "loading" a cigar, according to the explanation given, the band is first removed, later being wet to loosen the pasted end. It is then dried and given a coating of thin gum arabic and the dope sprinkled over the sticky surface. When dry the wrapper is carefully readjusted and the flaps stuck together. Before the band is replaced, one, two or three slits are made in the cigar wrapper under the section to be covered by the band. A quantity of the filler is taken out and in its place dope wrapped in oiled paper is substituted. The slit in the wrapper is drawn together and fastened with paste and the band is replaced on the cigar.

While Federal prison officials here refuse to discuss the discovery of the use of cigar bands in slipping dope to the Federal prisoners, it is understood no cigar bands will hereafter be given prison inmates. Whether the cigars having bands on them will be returned to the senders or, after being examined, broken up and distributed as smoking tobacco among the men, could not be learned.

(*Continued on Page 18*)

1903

1923

Twentieth
ANNIVERSARY

A Unique Record

Not another cigarette that was popular when Fatima was introduced, over twenty years ago, has a big national sale today.

Fatima has out-distanced them all, maintaining its sales-leadership over all other brands at or above its price. This record marks it as the most skillful blend in cigarette history.

Today Fatima is everywhere recognized as the one cigarette of really exceptional quality at a reasonable price.

FATIMA

LIGGETT & MYERS TOBACCO CO.

News from Congress

(*Continued from Page 16*)

Relatives and friends, sending prisoners cigars, it is said, should see that the cigar bands are removed. Cigars direct from the factories in boxes which have not been opened, it is understood, will reach the prisoners to whom they are sent, where the latter are given the privilege of receiving tobacco from outside sources.

A revised list of commercial and industrial organizations in the United States has just been issued by the Department of Commerce. This is the fifth edition of this directory to be issued. It contains data from more than 11,000 organizations, as compared with approximately 5800 organizations in the preceding issue and 3200 names in the first copy ever put out.

The directory, which is known as "Miscellaneous Series No. 99 of the Department of Commerce," contains a full list of national, State and local organizations in the tobacco industry. Copies of the work may be secured at twenty cents each from the Superintendent of Documents, Government Printing Office, Washington, D. C.

SALESMEN AROUSE NATION TO DANGER OF RAILROAD'S PROPAGANDA

Annual Convention of Nation's Commercial Travelers in Atlantic City Will Crystallize Countrywide Program for Educating Public in True Facts and Figures of Railroad Operation

Since the railroads of the country have organized and launched nation-wide propaganda, spending millions of dollars, in an effort to block transportation reforms which have been proposed, and some of which have already been passed, by Congress; and since the carriers of the country are boldly opposing public opinion which is clamoring for some relief from present excessive passenger and freight rates, the various trade and territorial divisions of the Commercial Travelers' organizations working as a united body, through the National Council of Traveling Salesmen's Associations, it is announced, will utilize the opportunity presented by the Annual Salesmen's Convention in Atlantic City, which will be held at the Hotel Ambassador, September 5th, 6th and 7th, to further solidify public sentiment and support towards such action as may be necessary in order to compel the early inauguration of such remedial measures.

One of the most offensive irritants in the eyes of the Traveling Salesmen's Associations, is the pending injunction, obtained by the railroads, restraining the Interstate Commerce Commission from enforcing its order restoring the pre-war reduced rate mileage books. Steps are being prepared now for contesting the lower court's injunction before the next session of the United States Supreme Court, this fall. Abstracts were filed August 1st. Regardless of the final outcome of the present attempt to accomplish the issuance of the mileage books which were granted by unanimous Act of Congress, and approved by President Harding, the salesmen plan to carry on their campaign for legislative re-enactment to overcome the legal technicalities raised by the decision of the lower court, if and should these points be sustained by the opinion of the Federal Supreme Court.

At the September convention, those who have been carrying on the mileage book and Pullman surcharge fight in behalf of the salesmen's associations, will report a public summary of accomplishments to date; and through their national council, which is the clearing-house for the legislative activities of the thirty-five affiliated trade and territorial organizations, the salesmen will make a strong bid for active support of all business interests in these undertakings which they regard as being not only beneficial to business generally and the prosperity of the nation at large, but which they insist, and presented sufficiently convincing evidence before the Interstate Commerce Commission to bring about the majority opinion of that body, really will inure to the greater prosperity of the railroads as well.

The travelers' contention is, briefly, that the same economic laws apply to the railroad business as in all other lines, namely, increased turnover stimulated by lower prices will result in far greater volume, correspondingly cutting the overhead costs and materially increasing the net profits to the carriers.

In a communication recently received by the National Council of Traveling Salesmen's Associations, United States Senator Joseph T. Robinson (Arkansas) says: "It is incomprehensible to me that those responsible for the operation of the railroads should seek to prevent the use of mileage books, and should also insist on collection of the Pullman surcharge.

"The Congress dealt liberally with the railroads in the 'Esch-Cummins' Transportation Act in the belief that the public would be given efficient service at reasonable rates.

"The failure of the railway executives to cooperate to this end has resulted in a reaction in the public sentiment which is widespread and general. This change in public sentiment will probably reflect itself in the deliberation of the next Congress."

PRESIDENT HARDING'S CIGARS

President Coolidge, it is expected, will not be as good a patron of the cigar industry as his predecessor, Warren Harding, it is believed, for Mr. Coolidge smokes a comparatively inexpensive cigar, while Mr. Harding enjoyed fat, brown 65-cent cigars.

Cigars for Mr. Harding were made especially for him on the order of Eddie Talbert, of the cigar counter at the New Willard Hotel. "We used to have a cigar especially made for Mr. Harding with his monogram on the band," Mr. Talbert declared. "He liked a small 30-cent cigar and a larger 65-cent brand. We used to send them to the White House in hundred lots every other day."

Most of the monogrammed Harding cigars on hand at the time of the late President's death have been sold for souvenirs, it is said.

PRUNE JUICE FOR TOBACCO

Portland, Ore., August 26.—Oregon and Washington prune growers are elated over the prospect of a large demand for prune juice as a substitute for molasses in the manufacture of chewing tobacco. One carload of prune juice already has been shipped East for this purpose and further orders from tobacco manufacturers are procurable.

A Name You Know

with a reputation maintained by the world's largest manufacturer of High Grade Cigars.

ROI-TAN

A cigar you'll like

EL ROI-TAN

RELIABLE FIRMS OF

YORK, PENNA.

"When you know your goods are right, stand firm behind them and push them along, let the world know about your product, advertise the fact and get the results."

H. G. BLASSER & CO.
PACKERS AND DEALERS
Leaf Tobacco
FANCY FLORIDA and GEORGIA WRAPPERS
Stripped and Booked Pennsylvania and Ohio Tobaccos
Samples and quotations cheerfully submitted

C. S. GABLE
CIGAR MANUFACTURER
Main Factory and Office, Queen and York Sts.
Branch Factories: Strinestown, Pa.; Jacobus, Pa.
Maker of "FORUM" Mild Havana Cigar, "DOUGLAS FAIRBANKS," "CERTIFIED CHECK" and "HAMILTON FISH"

Robert Schubert Co.
124 MAIDEN LANE, NEW YORK
SUMATRA and HAVANA
York Office, Queen and York Streets

C. H. Plitt Cigar Co.
MAKERS OF
"Casilda" Cigar," 10c and up
"20th Century," 8c "New Century," 8c
CIGARS OF QUALITY

CENTENARIAN SMOKES THREE A DAY

James W. Hodges, of Rockville Centre, Long Island, has recently celebrated his one hundredth birthday, and stated that he had smoked three cigars a day for over eighty years.

CIGAR BOX MANUFACTURERS MEET

A meeting of the cigar box manufacturers of the country, under the auspices of the National Cigar Box Manufacturers Association, met in Chicago on August 30th and 31st. This is the fourth annual summer meeting and outing of that organization. The headquarters were at The Drake.

There was a large attendance of ladies, as usual at summer meetings, and their entertainment included automobile trips, theatre parties, dinner-dances and other enjoyable affairs.

Transportation, freight rates and cost accounting, were among the important subjects discussed. Plans were also submitted for the organization to give complete co-operation and support to the nation-wide campaign to popularize the slogan, "After all, nothing satisfies like a good cigar," along the lines suggested by the Tobacco Merchants Association.

NEW CHANCELLOR SMOKES STOGIES

The new German Chancellor, Dr. Gustav Stresemann, is one of the kindliest and most unassuming men in Germany, according to reports brought back by former Congressman A. W. Lafferty, of Maine, and he smokes many cigars of the stogie variety. His pockets are always well filled with his favorite brand, which he offers freely to his friends, and he has confided to some of his friends that these cost him less than two cents each.

LANCASTER TOBACCO RUINED

On the night of August 27th a severe rain and hail storm swept over five townships in the river district and many tobacco fields were ruined.

In the townships of Conestoga, Pequea, Manor, Martic and Providence the most damage was reported. Trolley tracks were covered with water for a time in some districts and in other parts, where the storm was not so severe, much relief was brought to tobacco fields and the long shortage of water in the wells and reservoirs also relieved.

An early estimate of the damage by the farmers was $500,000.

Cigar Manufacturers Association of Tampa

COMPRISES ALL OF THE LEADING and REPRESENTATIVE CIGAR MANUFACTURERS IN TAMPA, UNITING IN THE THREE-FOLD EFFORT OF:

1st—Benefiting our Members.

2nd—Maintaining the high standard of "Tampa" workmanship by seeing that our labor is justly treated.

3rd—Protecting the *dealer* and the *consumer* against unscrupulous methods of others by issuing to our members the following "Identification" Stamp:

This stamp, on each box, is your guarantee that the goods are manufactured in Tampa—of "Tampa" quality and workmanship—DEMAND IT

You give Your Customer the Best Value in

UNION LEADER
REDI CUT
TOBACCO

The **10¢** *Tin*

Why Pay More?

BIGGEST AND BEST TOBACCO VALUE

MADE BY P. Lorillard Co.
Established 1760

This Is A Porto Rican Tobacco Year

No matter what the wrapper may be—Sumatra, Havana, or Connecticut shade-grown—unless the cigar has the right Tobacco in the filler it will not satisfy the discriminating smoker.

No longer is it necessary for a manufacturer to misbrand his product as "A Mild Havana" for the smoking public is gradually realizing that the ideal, mild, fragrant cigar which it has learned to enjoy, invariably contains Porto Rican Tobacco either exclusively or blended with other high grade Tobacco in the filler.

This year the crop of this Island is of almost uniform excellence while that grown on the uplands of the interior is said by experts to equal in quality the Tobacco grown in any part of the world.

Manufacturers who have studied the taste of the average American smoker are using Porto Rican Tobacco in their cigars and reaping the reward in their popularity—if you happen to be one of the few who don't, now is the time to start for

This Year It's Porto Rican Tobacco

If it hasn't the White Stamp it's not pure Porto Rican Tobacco.

For Information about Porto Rican Tobacco and the Guarantee Stamps, write the

Government of Porto Rico Tobacco Guarantee Agency

136 Water Street, New York — W. L. Dannahower, Agent — Telephone John 1379

MARSHALL FIELD

Java Wrapped

6 Popular Sizes

PIONEER ..... 10c L. CORONA 15c
FIELD ..... 2 for 25c MARSHALL 15c
BANKER (two in foil) 2 for 25c STANDARD . 3 for 50c

HOWARD F. PENT, President
CORAZA CIGAR CO.
7th & Cherry Streets Philadelphia, Pa.

ABOVE ALL
BOLD

NOW
2 for 15c

The recognized standard of cigar quality and cigar value. Bold's pre-eminent popularity is due solely to incomparable and unchangeable quality.

Bobrow Brothers, Inc.
Manufacturers
Philadelphia Penna.

CIGAR PRODUCTION FOR JULY SHOWS SLIGHT INCREASE OVER 1922

August 28, 1923.

The following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of Internal Revenue collections for the month of July, 1923. (Figures for July, 1923, are subject to revision until published in the annual report.)

Products	*July, 1922*	*July, 1923*
Cigars (large)		
Class A ..... No.	237,637,875	209,718,209
Class B ..... No.	136,502,647	143,771,700
Class C ..... No.	201,435,988	222,683,196
Class D ..... No.	8,358,190	10,539,738
Class E ..... No.	1,939,414	2,463,186
Total	585,874,114	589,176,020
Cigars (small) ..... No.	42,341,286	36,620,233
Cigarettes (large) ..... No.	1,747,765	1,587,663
Cigarettes (small) ..... No.	5,246,812,010	5,839,707,747
Snuff, manufactured ... lbs.	2,858,643	2,426,966
Tobacco, manufactured lbs.	32,590,617	31,209,715

Note: The above statement does not include tax-paid products from Porto Rico and the Philippine Islands. This information is shown in supplemental statement.

SUPPLEMENTAL STATEMENT

Tax-paid products from Porto Rico for the month of July:

Products	*July, 1922*	*July, 1923*
Cigars (large)		
Class A ..... No.	7,920,550	4,688,600
Class B ..... No.	1,135,700	785,050
Class C ..... No.	3,421,630	2,958,000
Class D ..... No.	2,525	7,500
Class E ..... No.	2,500	....
Total	12,482,905	8,439,150
Cigars (small) ..... No.	952,000	1,000,000
Cigarettes (large) ..... No.	20,000	77,000
Cigarettes (small) .... No.	42,000	54,000

Tax-paid products from the Philippine Islands for the month of July:

Products	*July, 1922*	*July, 1923*
Cigars (large)		
Class A ..... No.	13,421,510	14,275,072
Class B ..... No.	276,650	310,153
Class C ..... No.	43,699	156,353
Class D ..... No.	275	.....
Class E ..... No.	.....	1,040
Total	13,742,134	14,742,618
Cigarettes (small) .... No.	58,307	58,070
Tobacco, manufactured .lbs.	408	140

Note: Quantities of tax-paid products shown in above statements are indicated by stamp sales reported for the month.

A DANGEROUS OPENING

The Minister—"Now that we have finished our little study hour, is there any bright infant who would like to put a question?"

Tim the Terror—"I'd like to know if you have on pants under that nightgown."—*Market Master.*

Business Building

(*Continued from Page 14*)

This is written for country dealers in country towns, and is inspired by an address I heard given by the president of a State convention of retail dealers.

He looked his audience in the face and blurted out: "Does every man here know what he is worth?"

It froze the audience stiff and they became so silent you could hear a pin drop.

He explained that every good merchant knows what he is worth financially, for his books will readily show it. He also added that every man should be worth a great deal personally—worth much to his town—and that he will be well repaid financially by being valuable to his fellows.

He should belong to the chamber of commerce, to the building loan, to the Y. M. C. A., to some church, to some benevolent society, to some good organization, and he should hold some local office. These things make him personally valuable to his community.

They make a mixer of him. They broaden his vision. They give him something of real worth to talk about to his fellow citizens. They give him the knowledge that he is a valuable member of the community. This causes him, perhaps unconsciously, to lift his head a little higher, to stand a little more erect, to dress a little more carefully, to salute more people and salute them more cordially, cheerfully, respectfully and familiarly. It causes him to respect himself more, and more people to respect him.

All these things combine to attract more people to his store and increase his trade, and thus is he rewarded in a financial way.

"TUVAL" HEADQUARTERS GOING TO TAMPA

Announcement is made by Marcelino Perez & Company, with headquarters at 709 Sixth Avenue, New York, that after October 1st they will move their offices to Tampa, Fla., where their factory is situated.

Marcelino Perez & Company are manufacturers in bond of the famous "Tuval," "Redencion" and "Pontchartrain" clear Havana cigars. These brands are found at high-grade cigar stands, and the leading clubs throughout the United States.

The efforts of the energetic "Manny" Perez during the past few years are bearing fruit in a constantly growing demand for their brands.

"Manny" says, after carefully studying the situation, he has decided that by removing the offices to Tampa, where the factory is located, he will be better able to serve the trade.

While we will miss the courtesies and hospitality of the New York office, where it has always been a pleasure to drop in and greet the boys, we console ourselves with the knowledge that our loss is Tampa's gain.

THOMAS & ELSNER TO JOB "TENNYSON"

Minneapolis, Minn.—Announcement is made that Thomas & Elsner, Inc., jobbers of this city, will have the distribution of the new "Tennyson" brand of the Mazer Cigar Company. This is a Sumatra-wrapped brand and is made in only one size and sold at 10 cents.

Harry Blum's
NATURAL BLOOM
QUALITY CIGARS

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Get the Utmost in SALES and ADVERTISING Values from your Cigar Containers by Packing Your Brands Exclusively in Wooden Cigar Boxes.

We Manufacture Quality Cigar Boxes and render prompt Service.

WILLIAM N. LESCHEY
HANOVER PENNA.

5c *"Keen Kutter"* 5c

NONE BETTER FOR THE MONEY

¶ **Guaranteed to be wrapped with Imported Sumatra and filled with Havana. The best *Nickel* cigar on the market for the money.**

Write for open territory to

H. F. MARTIN

YORK :: :: PENNSYLVANIA

Du Pont

"A BETTER CIGAR for 10c"

MADE-IN-TAMPA
BY
VAL. M. ANTUONO

TADEMA HAVANA CIGARS

Argüelles, Lopez & Bro.
MAKERS

General Office and Factory, TAMPA, FLA.

Eastern Office
222 Pearl St.
New York

Warehouse
Havana
Cuba

F. LOZANO, SON & CO.
HAVANA CIGARS

TRADE MARK

F. LOZANO
FLOR DE NARVEZ
VICLO

WALLS COURT
EL LESSERO
CALATRAVA

REG. U. S. PAT. OFF.

FACTORY & MAIN OFFICE, TAMPA, FLA.
NEW YORK OFFICE, 437 FIFTH AVE., N. Y.

Detroit News

(*Continued from Page 12*)

E. H. Briody, Western representative of Kraus & Company, Inc., makers of high-grade cigars, Baltimore, Md., called on the retail trade here last week and reported a very satisfactory business on his many brands.

Fred Charles representing the Charles Cigar Company, York, Pa., manufacturers of "Mohawk Chief" cigars, was on the list of visitors here last week. Fred was showing many sizes and shapes of his famous cigar, and reports business all along the line as very good.

H. H. Austin, secretary of J. J. Bagley & Company, has returned from a business trip to New York City and Eastern points.

F. R. Braynard, Middle West representative of Esterbrook & Eaton, was on the list of out-of-town visitors who signed THE TOBACCO WORLD register at Bert Johnson's.

Val G. Keogh, of the Preferred Havana Tobacco Company, called on the Detroit trade last week in the interests of "Henry The Fourth" cigars, which enjoy a very good sale here. Val reports business to be very good all along the route covered.

Samuel Meyer, representing Cuesta, Rey & Company, Tampa, Fla., called on the trade here last week in the interest of this well-known brand.

Louis Golovine, of Tampa and New York, gave the city the once-over last week on "Mi Subrino" cigars.

Henry Laskey, cigarist of 3519 Trumball Avenue, is steadily improving from an accident which he suffered last month, when run down by a speeding autoist.

Eddie Robins, sales manager for Pinkus Bros., cigarette manufacturers of New York, was a recent visitor to the Motor City. He reported business to be good all along the route covered.

Samuel T. Gilbert, president of the Webster Cigar Company, was on the list of visitors to the New York leaf market last week.

The Harry W. Watson Company, local cigar distributors, are in receipt of a check for $35, which was mailed on June 10, 1918, from the Town and Shore Country Club, Detroit, Mich., and the same reached them on June 13th of this year. Now, Manager Jack Murphy has the entire Post Office force here, as well as the Washington authorities, checking up this speedy delivery. During the meantime Jack says he is kept busy selling "Popper's Ace" and "Don Julian" cigars, with a twelve-hour delivery service guarantee.

Local jobbers and distributors report the business for the month of August to be very good and they are all looking forward to a big fall and holiday business. Collections are very slow and in bad shape, a big majority of retailers are losing their cash discounts and are taking the limit of sixty days.

Dick Clarke, of the Avenue Smoke Shop, 5754 Woodward Avenue, has returned from a thirty days' vacation to the resorts in Northern Michigan. Dick says he had a wonderful time fishing, golfing and taking the rest cure and states he is back on the job feeling fine and dandy, full of pep and ginger, ready to give service to their large clientele.

Yours truly,

Mike of Detroit

POLLOCK LEAVES PASBACH-VOICE

The Pacific Coast trade is being notified through the following letter that Franklyn B. Pollock, who has been representative for Pasbach-Voice Lithographing Company for some time, is leaving their organization. No announcement has been made as to a new representative for this territory.

August 18, 1923.

Gentlemen:

Please be advised that we have disposed with the services of Franklyn B. Pollock and that he is no longer associated with us.

As soon as we decide upon a proper representative for your territory, we will arrange to have him call on you for the purpose of ascertaining your lithographic requirements. Until such time, will you be kind enough to communicate with us direct, it being our purpose to give you the benefit of the very lowest prices and every reasonable service that you may expect.

You have our assurance that your requirements will be taken care of just the same as though our representative was on the spot, in fact, we would appreciate your telegraphing at our expense, on any inquiries for prices or other matters which may arise.

We are enclosing herewith specimens of our recent cigar label and band work and if we are favored with your business, we know you will be pleased.

The courtesy of a reply will be appreciated.

Yours very truly,

PASBACH-VOICE LITHO. CO., INC.,
By JACOB A. VOICE,
Sec'y.

JAV:SB

W. D. C. PIPE NINE WINS

The W. D. C. Baseball Team defeated the Grebe Radio Outfit in a Y. M. C. A. Industrial League baseball game, Tuesday evening, August 21st, by the score of 9 to 0.

Holhuber, of the winners, allowed only three hits, striking out twelve men. In the sixth inning, W. Smith cracked out one of the longest homers ever seen on the Jamaica Y. M. C. A. oval.

The members of the W. D. C. team are:

J. Smith, c.; Holhuber, p.; Connolly, 1-b.; Feinsilver, 2-b.; Pawlowski, 3-b.; W. Smith, capt. and ss.; Venbimiglia, lf.; Trasco, cf.; Wald, rf.; Slabowski, and Moser, utility; Lybeck, manager.

One more victory out of the three games yet to be played will clinch second place in the league standing, a remarkable showing for a team making its first entry into a league of this class.

The Y. M. C. A. Industrial Twilight Baseball League is composed of the following:

Tisdale Lumber Company, Wm. Demuth & Company, Treo Company, Grebe Radio, Jamaica U. S. Post Office.

After all nothing satisfies like a good cigar

WAITT & BOND

Blackstone
CIGAR

Havana

Filler

Absolutely!

GONZALEZ & MENDEZ, INC.

CLEAR HAVANA CIGARS EXCLUSIVELY
TAMPA, FLORIDA
EDW. WODISKA, General Representative

SHEIP
&
VANDEGRIFT
INCORPORATED
NELSON M. VANDEGRIFT, President
CIGAR BOXES
QUALITY AND SERVICE
812-832 N. Lawrence St. Philadelphia, Pa

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

NO MORE WAR:—43,416. For cigars, cigarettes and tobacco. August 2, 1923. Francis de Szilassy, New York, N. Y.

WINCROFT:—43,417. For all tobacco products. July 28, 1923. Geo. Schlegel, Inc., New York, N. Y.

SUN-MELLOWED:—43,418. For cigars. May 4, 1923. The Piper Cigar Co., Bethesda, Ohio.

WINDSHIELD:—43,419. For pipes. August 8, 1923. Kaufmann Bros. & Bondy, New York, N. Y.

LITTLE OLD NEW YORK:—43,420. For all tobacco products. August 9, 1923. Schwarzkopf & Ruckert, New York, N. Y.

DOC'S PRIDE:—43,421. For cigars. August 1, 1923. Lloyd P. Myers, York, Pa.

INTER-STATE MAIL:—43,422. For cigars, cigarettes and tobacco. July 31, 1923. Jacob C. Kling, Hanover, Pa.

APACHE TRAIL:—43,423. For all tobacco products. July 17, 1923. Gibson Cigar Co., Phoenix, Ariz.

DANA HALL CIGARS:—43,424. For cigars. August 2, 1923. G. Frank Davenport & Co., Boston, Mass.

ZEM-ZEM:—43,425. For cigarettes. May 29, 1923. Miss T. Orloff, New York, N. Y.

SAN ZUTANA:—43,426. For cigars, cigarettes, tobacco and snuff. July 7, 1923. Berton E. Poor, Jonesville, Mich.

LAKE REGION:—43,427. For all tobacco products. June 25, 1923. P. A. Gercke & Co., Winter Haven, Fla.

CEDAR MAID:—43,429. For cigars. August 3, 1923. Hollinger & South Co., Windsor, Pa.

WINDALE:—43,430. For cigars. August 3, 1923. Hollinger & South Co., Windsor, Pa.

WILSHIRE:—43,431. For tobacco. August 14, 1923. John Hirsch, Los. Angeles, Cal.

GUARANTEED BLEND:—43,432. For cigars and tobacco. August 7, 1923. C. M. Ehehalt, Red Lion, Pa.

HARDING'S HIGHWAY FROM COAST TO COAST:—43,433. For all tobacco products. August 11, 1923. J. O. Snyder, Yoe, Pa.

FLOR DE CONGETTA:—43,434. For cigars. July 31, 1923. Chas. Lisi, New York, N. Y.

SIGNAL HILL:—43,438. For cigars, cigarettes and tobacco. August 8, 1923. W. F. Steigerwald, San Diego, Cal.

ROSAFINA:—43,439. For all tobacco products. August 18, 1923. American Litho. Co., New York, N. Y.

BLUE RUN:—43,440. For cigars, cigarettes and tobacco. July 23, 1923. F. M. Howell & Co., Elmira, N. Y.

LA KURITA:—43,441. For cigars, cigarettes and tobacco. July 17, 1923. F. M. Howell & Co., Elmira, N. Y.

LA FLOR DE HADEN:—43,442. For cigars. August 21, 1923. Dengler & Hatz Cigar Co., St. Louis, Mo.

PLAZA QUEENS:—43,443. For cigars. August 17, 1923. Anthony Geraco, New York, N. Y.

THE GRAND STREET BOYS:—43,447. For cigars, cigarettes and tobacco. August 23, 1923. American Exchange Cigar Co., New York, N. Y.

BUDELENA:—43,448. For cigars, cigarettes and tobacco. August 23, 1923. Nicholas Ehrlich, New York, N. Y.

RICHARD FULTON RUSSELL:—43,449. For all tobacco products. August 24, 1923. The Moehle Litho. Co., Brooklyn, N. Y.

TRANSFERS

REX BEACH:—20,947 (Tobacco World). For cigars, cigarettes and tobacco. Registered October 12, 1910, by Wm. Steiner Sons & Co., New York City. Transferred to John Schuster & Son, Chicago, Ill., December 4, 1913, and re-transferred to Henry Kolbe, Chicago, Ill., August 7, 1923.

CHIFEDS:—29,990 (Tobacco World). For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Registered March 31, 1914, by Jno. Schuster & Son, Chicago, Ill. Transferred to Henry Kolbe, Chicago, Ill., August 7, 1923.

MIDWAY TEMPLE:—42,754 (Tobacco Merchants Association). For all tobacco products. Registered August 11, 1922, by The Moehle Litho. Co., Brooklyn, N. Y. Transferred to L. Lambesis & Co., Chicago, Ill., September 19, 1922, and re-transferred to Louis Mehlman, Chicago, Ill., August 16, 1923.

MANON:—23,106 (Tobacco World). For cigars and cigarettes. Registered September 29, 1911, by Frawley Importation Co., New York City. Transferred to Burton Nathaway, New York City, and re-transferred to George T. Frawley, Los Angeles, Cal., November 3, 1921.

GERALDINE FARRAR:—25,212 (United States Tobacco Journal). For cigars, cigarettes and cheroots. Registered February 13, 1902, by Schwarzkopf & Ruckert, New York City. Through mesne transfers acquired by Burton Nathaway, New York City, and re-transferred to George T. Frawley, Los Angeles, Cal., November 3, 1921.

GRASS WIDOW:—43,403 (Tobacco Merchants Association). For all tobacco products. Registered May 16, 1923, by Schwarzkopf & Ruckert, New York, N. Y. Transferred to I. Siegel, New York, N. Y., August 6, 1923.

MAS ALTO:—25,721 (Tobacco Leaf), **and 27,384** (U. S. Tobacco Journal). For cigars, cigarettes and tobacco. Registered June 30, 1903, by American Litho. Co., New York, N. Y. Transferred to John Wardlow, Key West, Fla., March 14, 1923.

REPLY:—30,779 (Tobacco World). For cigars. Registered March 9, 1915, by H. J. Fleischauer, Philadelphia, Pa. Through mesne transfers acquired by Emanuel Kline, Philadelphia, Pa., and re-transferred to Abraham Widman, Philadelphia, Pa., July 27, 1923.

MONTE CRISTO:—581 (Patent Office), **2494** (Patent Office), **4290** (Patent Office), and **1343** (Legal Protective Association). For cigars, cigarettes, tobacco and snuff. Registered December 12, 1871; May 11, 1875; January 23, 1877, and May 24, 1883, respectively, by Pincus Pohalski, New York City, and **43,363** (Tobacco Merchants Association), July 10, 1923, by Lincoln Bros., New York, N. Y. Transferred by Lincoln Bros., successors to Pincus Pohalski, to the United Cigar Stores Company of America, New York, N. Y., August 2, 1923.

Current Business Facts

Cincinnati, O.—S. Frieder Son Company is the new style of S. Frieder & Sons, cigar jobbers of this city. They have re-incorporated for $200,000 and have also formed a realty company.

Newark, N. J.—"Flor de Melba," manufactured by I. Lewis & Co., in this city, are offering a new 10-cent size to the trade. It is wrapped in tissue and dealers can have their names imprinted on it.

Chicago, Ill.—"Pancho Arango" brand, made in Tampa, is showing the results of George Stocking's work, as the cigar is prominently placed throughout the city. Pancho Arango himself was here recently to confer with his ambassador.

Milwaukee, Wis.—O. L. Myers, of Bobrow Bros., is reaping the results of his efforts on the "Topic" brand, made by the Philadelphia house. Retails stands in many parts of the city are prominently displaying the cigar and sales are good.

San Francisco, Calif.—Ehrman Bros., Horn & Company now have their cigarette factory working and are producing the "California" cigarettes retailing at 20 cents for a package of twenty cigarettes. Only California-grown Turkish type tobacco is used.

Columbus, O.—The Mazer Cigar Company has taken over the plant of the A. Davis Cigar Company in this city, and the former employees of the latter organization have affiliated themselves with the Mazer Cigar Company.

Lancaster, Pa.—Milton H. Ranck, widely known leaf man of this city, has recently purchased the large warehouse of L. H. Nolt on North Prince Street, and will make use of it in conjunction with his present plant on Duke Street.

CIGAR BOXES

Dependable service—Quality packages—to meet any requirement in the Wooden Containers for Cigars

The WOODEN package is the retainer of AROMA from Factory to Consumer

The Buckley Cigar Box Co., 24 Vine St., DESHLER, OHIO.

The Buckley Box Co., 1106 West Town St., COLUMBUS, OHIO.

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
WESTERN REPRESENTATIVE:
PAUL PIERSON
139 North Clark Street, Chicago, Ill.
Cigar Labels, Bands and Trimmings of Highest Quality

OSCAR PASBACH, PRES. J. A. VOICE, SECY. & GEN'L. MANAGER
PASBACH - VOICE
LITHOGRAPHING CO. INC.
ART LITHOGRAPHERS
GRAND STREET AND MORGAN AVENUE
BROOKLYN, N. Y.
CIGAR LABELS - CIGAR BANDS

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
2309 Russell Street Detroit, Mich.
Corner of Gratiot Street
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

SINCE 1870
CIGAR BANDS CIGAR LABELS
SPECIAL PROCESS
WM. STEINER SONS & CO.
257-265 W. 17th St. - New York City
Sole Distributors for New Model Cigar Banding Machine for Ungummed Bands

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

Dealers CAN NOW GET DILL'S BEST SMOKING TOBACCO THROUGH ANY REGULAR JOBBER
J. G. DILL CO.
RICHMOND, VA.
Manufacturers of HIGH GRADE SMOKING TOBACCO.

GROWERS
AND
PACKERS
OF

Connecticut Shadegrown Wrappers

Florida and Georgia
Shadegrown Wrappers

Connecticut Broadleaf

Connecticut Havana Seed

Stripped and Booked Porto Rico Fillers

AMERICAN SUMATRA TOBACCO CO.

131 Water Street — New York City

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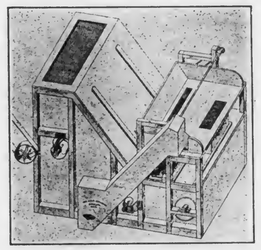
SEPTEMBER 15, 1923

VOLUME 43 — NO. 18

THE TOBACCO WORLD

JOHN H. BAKER
SCRAP CUTTER
AND
SEPARATOR



A Scrap Cutter and Separator that really does separate

Write for descriptive matter and new price

Cigar Manufacturers Making Short Filler

CIGARS

Will do well to try our

Blended Scrap Havana Aroma

On the market since 1902

Twenty years giving satisfaction right along

HAS A FINE AROMA

CAN'T TELL IT FROM THE REAL HAVANA

Write for sample and price

Baker Tobacco and Cigar Machinery Company

YORK, PENNA.

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST. PHILA., PA.

WOODEN BOXES are better

For Display and Stock Storage

Practically all cigar store windows and show cases are designed particularly for the showing of Wooden Cigar Boxes. They permit you to arrange better displays—without lost space or "gapping holes." Wooden Boxes stack better in stock. You use less space, and get in more cigars.

and for these 5 other reasons:

1. PERFECT AGING: Cigars age naturally in wood, retaining their natural aroma from factory to smoker.

2. NATURALNESS: Cigars are a vegetable product, and belong in Wooden Boxes. The wood adds a mellowness and richness to the qualities with which the cigar has already been endowed by nature.

3. IDEAL DISPLAY: Compact, varied and eye-catching window and counter displays are most easily gotten with Wooden Cigar Boxes. With little effort you can show all kinds of effects and striking combinations.

4. BETTER PRINTING: There is no comparison between Wooden Boxes and inferior substitutes when it comes to beauty of printing and lithography. You can do almost any thing with wood.

5. SATISFACTORY SELECTION: A smoker likes to see the whole length of a cigar in the box. He wants to compare the size, shape, color and finish of the various brands you show him.

Ask the Manufacturer of Quality Cigars why he uses Wooden Boxes. He has learned there is no substitute.

THE BEST CIGARS ARE PACKED IN WOODEN BOXES

LA PALINA

IT'S JAVA WRAPPED

CIGAR

The cigar with the universal taste appeal. Sales in every section of the United States prove that La Palina will permanently satisfy any man who enjoys a fine cigar.

La Palina advertising is making more La Palina Smokers every day. New factories are being opened to provide for the the increasing demand.

Are you getting your share of this La Palina business?

More than one hundred and fifty million sold yearly.

CONGRESS CIGAR COMPANY
Philadelphia

"For Gentlemen of Good Taste"

SAN FELICE
2 for 15c

TWO GOOD CIGARS

EL VERSO
10c—2 for 25c—15c

THE DEISEL-WEMMER CO.
MANUFACTURERS - - LIMA, OHIO

GONZALEZ & MENDEZ, INC.

CLEAR HAVANA CIGARS EXCLUSIVELY
TAMPA, FLORIDA
EDW. WODISKA, General Representative

TRADE "JARSO" MARK

The Wooden Cigar Box is

To protect the quality of your brands.

Be sure to use them.

ALWAYS ON GUARD

MONROE JARRETT SONS
MANUFACTURERS OF
CIGAR BOXES
S. W. Cor. Randolph and Jefferson Sts. - Philadelphia, Pa.

TRADE "JARSO" MARK

TRADE "JARSO" MARK

TRADE "JARSO" MARK

WAITT & BOND

Blackstone

CIGAR

Havana

Filler

Absolutely!

ABOVE ALL

BOLD

NOW
2 for 15c

The recognized standard of cigar quality and cigar value. Bold's pre-eminent popularity is due solely to incomparable and unchangeable quality.

Bobrow Brothers, Inc.
Manufacturers
Philadelphia Penna.

STICK TO Cinco - IT'S SAFE

2 for 15c
everywhere

OTTO EISENLOHR & BROS. INC.
PHILADELPHIA —— EST. 1850

YANKEE
BUNCH MACHINE

SAVES 30% TO 40% ON BINDERS.
MAKES BUNCHES EQUAL TO HAND MADE.
PRODUCES MORE CIGARS AT LESS COST.
WORKS EITHER LONG OR SHORT FILLER.
INEXPERIENCED GIRLS QUICKLY TAUGHT.

Made in five sizes —4", 4½", 5", 5½", and 6" wide

Millions of nationally known brands are now being made in factories equipped with this machine.

The original cost is so small you cannot afford to buy any other machine.

American Box Supply Co.
2309 Russell St. DETROIT, MICH.

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

BUSINESS OPPORTUNITY

NEW YORK OFFICE $250—I have an attractive suite of offices, nicely furnished, fully equipped, desirable location in modern office building on Broadway, in heart of the wholesale section. To first-class firms I will extend the privileges of this address and offices for receiving and distributing mail, for conferences, and will answer inquiries by 'phone or otherwise, for an annual rental of $250. For an additional charge, dependent upon what is required, I will extend this service to cover all office requirements, such as receiving, distributing, storing or displaying merchandise; forwarding; handling all shipping; customhouse and financial matters; inspect merchandise; arrange for advertising or sampling; card indexing; listing; telephone service; bookkeeping; purchasing, etc. I cannot supply sales force, but can supply facilities and supervision for such salesmen as you may desire to send here either temporarily or permanently. Address Box 600, c/o The Tobacco World.

FOR SALE

FOR SALE—ONE COMPLETE SET NEWTON-STOAKES LETTERING PENS, with inks and complete instructions for making nifty show cards and price tickets. Absolutely new. Address Box 451, care of "The Tobacco World."

WANTED

WANTED—I WILL BUY LARGE QUANTITIES OF CIGARS, cigarettes and tobacco as job lots. Cash transactions. Write full particulars. M. Goldberg, 638 Arch Street, Philadelphia, Pa.

The Tobacco World
Established 1881

VOLUME 43 SEPTEMBER 15, 1923 No. 18

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

PRICE: United States, Canada, Cuba and Philippine Islands, $2.00 a year. Foreign, $3.50.

Harry Blum's
NATURAL BLOOM
QUALITY CIGARS

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

"We hasten to thank you"

The American Tobacco Co.
INCORPORATED

"The sales reports of Blue Boar Cigarettes are very gratifying indeed.

"Part is due to the wonderful cooperation of dealers in displaying Blue Boars—part to the cigarette itself—and now we've begun to advertise it.

"To show our appreciation we have authorized our Division Managers to give $150,000 in cash to dealers who display Blue Boars on counters.

"Thousands of dealers have already been visited—but if by chance you have not been presented with an award—just drop us a postcard saying that you have Blue Boars on display, and our local Division Manager will call on you—with cash in his hand to give you if they are displayed on your counter when he calls.

"Blue Boars are winning a leading position—increasing success. This means extra profit to you."

BLUE BOAR
English Blend Cigarettes

MEERSCHAUM

FROM ANGLO-AUSTRIAN BANK

The National Importing Co., Inc.

2-6 ELM STREET, NEW YORK, N. Y.

GENUINE AMBER BRIAR WOOD
FACTORY SUPPLIES

F. LOZANO, SON & CO.
HAVANA CIGARS

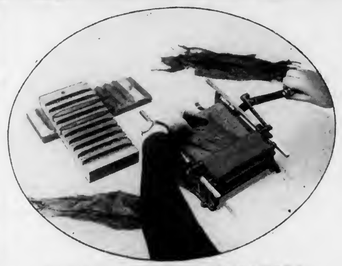
TRADE MARK

F. LOZANO
FLOR DE NARVEZ
VICLO

WALLS COURT
EL LESSERO
CALATRAVA

REG. U. S. PAT. OFF.

FACTORY & MAIN OFFICE, TAMPA, FLA.
NEW YORK OFFICE, 437 FIFTH AVE., N. Y.



WOLVERINE BUNCH BREAKERS
WOLVERINE CIGAR PACKERS

A Whale for Work

This little machine—no bigger than your hat—is a mighty big factor in producing the profits of our many satisfied customers. Saves 35% of the binders and increases production actually 40% over hand work. A **WOLVERINE BUNCH BREAKER, *on trial,*** pays for itself in 30 days. Price, **$20.00.**

PULTE-KORRECK MACHINE CO.
GRAND RAPIDS, - MICHIGAN

MARSHALL FIELD

The manufacturer has devoted his life in the science of tobacco curing, and the art of blending. The objectionable properties which tobacco contain are eliminated, such as Rosin Gum which makes tobacco strong, and the natural Ammonia which makes tobacco sharp and bitey. It is then ripened, mellowed and blended.

All Marshall Field Cigars are

Very, Mild,
Regardless of Color

Distinctive Quality

No Other Cigar in America Like It

It is different
There are reasons for it

LIKED BY ALL WHO SMOKE THEM

Pioneer 10c; Field 2 for 25c; Bankers, wrapped two in foil, 2 for 25c; Marshall 15c; L. Corona 15c; Standard 3 for 50c

MARSHALL FIELD—Wrapped with finest Vorstenlanden Java

HOWARD F. PENT, President
THE CORAZA CIGAR COMPANY - 7th and CHERRY STREETS PHILADELPHIA, PA.

Volume 43 THE TOBACCO WORLD Number 18

Established 1881

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, SEPTEMBER 15, 1923 Foreign $3.50

EDITORIAL COMMENT

After all nothing satisfies like a good cigar

AT the urgent request of the cigar industry the Tobacco Merchants' Association undertook some time ago to find a suitable slogan that could be used in conjunction with cigar advertising, and for the purpose of giving the trade a phrase that they could use to promote the sale of this product.

After many conferences the Tobacco Merchants' Association announced some weeks ago that the committee had selected a suitable design upon which to impose the words, "After all, nothing satisfies like a good cigar."

Weeks have passed and a few in the cigar trade have begun to use the selected design and slogan on their letterheads, but the few are very few indeed when compared to the size of the industry. Up to the present the most enthusiastic support has come from the suppliers to the industry, rather than from the industry itself.

Of the several hundred letters coming to this office each week from cigar manufacturers, wholesalers and retailers, less than half a dozen are using the slogan It is all the more strange since the T. M. A. has offered to furnish the cuts without cost.

The industry must get behind this slogan if it is to accomplish anything. There may be a difference of opinion as to the best methods to be used in making the slogan nationally known, but the least the trade can do is to put forth every effort through the channels that are available at present.

It has remained for the General Cigar Company to take the lead in bringing the slogan to the attention of the public through an immense sign on Broadway. The design and slogan occupy 75 per cent. of the space, and at the bottom is an advertisement of the "White Owl" cigar.

The General Cigar Company is to be congratulated in taking this step, which is of great benefit to the entire industry. And it occurs to us that if the balance of the trade does not wake up to the possibilities of this slogan, the smoking public will associate it with the products of the General Cigar Company.

The weak-kneed support given to this slogan campaign by the rank and file of the cigar trade illustrates in high lights one of the things that is the matter with the industry.

THE action of the local authorities in several Pennsylvania cities in arresting and fining more than one hundred merchants for selling cigarettes to minors is one for which they are to be congratulated.

In most States there are statutes prohibiting the sale of cigarettes to minors, and yet with all this the laws are usually a dead letter.

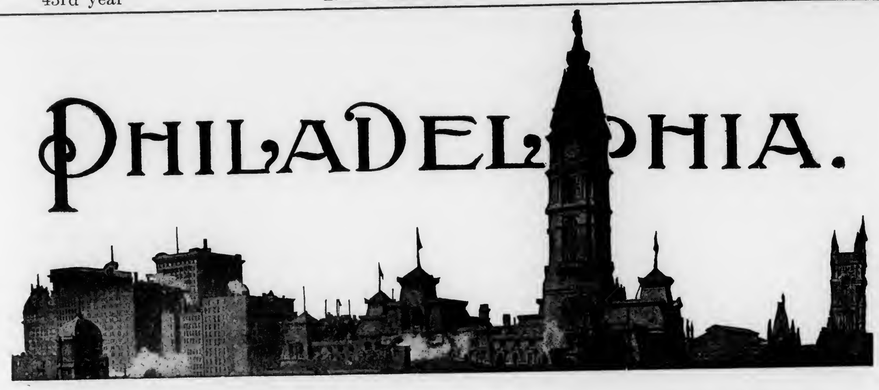
If there is anything calculated to arouse the anger of a boy's parents it is to find that he is smoking. And it becomes an excellent weapon for the anti-tobacconists, particularly in homes where the father does not use tobacco himself.

There is plenty of business to be had without selling tobacco products to children, and the better class of merchants do not permit their clerks to do it.

The chain stores are probably more strict in compelling the observance of the law on this subject than any other retailers. They know it is good business, as well as a protection for the industry, to prevent this violation.

The retailer who is interested in preserving the integrity of his business will use every effort to prevent minors purchasing in his store.

PHILADELPHIA.



CIGAR BOX PLANT CHANGES HANDS

The cigar box factory of H. W. Jarrett & Company, 2200 North Marshall Street, has been acquired by Chester Myers and Wm. N. Leschey, and the new owners are now remodeling the plant and will resume operations on a quantity basis in a very short time. The new company will be known as the Philadelphia Cigar Box Company.

H. W. Jarrett, head of the retiring company, is head of the Jarrett Mineral Springs Water Company, which is doing an increasing business throughout this territory. In addition, he is president of the Federal Radio Sales Corporation, of Camden, N. J.

Mr. Jarrett is also owner of a large pecan farm in Georgia and it is safe to say that these activities alone will fully occupy his time. In fact, his withdrawal from the cigar-box manufacturing business will enable him to devote more of his efforts to these other business enterprises.

ROBERT FRISHMUTH FOUND DEAD

Robert B. Frishmuth, head of the old tobacco firm of Frishmuth Bros. and Company, formerly located at Seventeenth Street and Lehigh Avenue, was found shot dead on his farm at Riverside, N. J., early on the morning of August 31st.

His wife stated that he had worried considerably over the financial difficulties of his firm, and particularly since his brother was charged with selling stock in the firm at the time he knew the firm was insolvent.

The Frishmuth Tobacco Company was one of the oldest tobacco companies in the United States and made nationally known brands of smoking tobacco, but was placed in the hands of receivers in May of this year.

BOMB THROWN INTO CIGAR STORE

The cigar store at 471 North Ninth Street was wrecked early in the morning of August 30 by a bomb thrown into the doorway by two unknown men, who escaped.

Families were thrown out of their beds in the floors above the store and windows were broken in several establishments nearby.

The only explanation for the cause of this outrage was given by Harry Steinman, who lived next door to the store, who said that there had been several heated arguments between men in the cigar store recently.

SAMUEL BOBROW PASSES AWAY

Samuel Bobrow, father of Harry and Charles Bobrow, of the well-known firm of Bobrow Brothers, was buried from his late home 442 South Sixty-second Street, on September second.

Mr. Bobrow was in the seventy-third year of his age and had been manager of the stripping department of Bobrow Brothers, until about three years ago, when he retired to private life.

He had always enjoyed good health and never required the aid of a physician until his last illness. He had a most pleasing personality and was held in high esteem by all who knew him. The TOBACCO WORLD joins the trade in extending sympathy to Bobrow Brothers in their great loss.

ANOTHER UNITED HOLDUP

At 7.15 A. M. on Thursday, September 13, another clerk of the United Company was robbed in the store at Broad and Sansom Streets. Two bandits entered the store just after it had been opened and held the clerk behind the counter while the safe was robbed of $150.

Six customers came in the store while the robbers were at work but were told by one of the bandits that they were just out of the brand they wanted and to inquire of another store down the street. The bandits escaped.

NINETY-FOUR, BUT HAS SMOKED SINCE TEN YEARS OLD

Daniel Schumo, of 4002 Fairhill Street, is ninety-four years old, in spite of the fact that he has smoked since he was ten years old. While in his home the other day, smoking away on his pipe like a soft coal burner, Mr. Schumo stated that he had been working steadily for eighty-five years and never had a vacation but he wished they would make better pipes, for he burns holes right through them. Mr. Schumo states he likes the gals of today because they are so pretty and chipper.

G. H. P. BUILDING ADDITION

The G. H. P. Cigar Company, at Third and Brown Streets, manufacturers of the well-known "El Producto," is building an addition to their factory at that point. The new building will front forty-two feet on Brown Street, and will provide 30,000 more square feet of floor space which will be utilized for the storing of tobacco formerly kept in bonded warehouses.

Local Jottings

Sam Bayuk, of Bayuk Cigars, Inc., visited the New York leaf market last week.

Charles J. Eisenlohr, of Otto Eisenlohr and Bros., manufacturers of the well-known "Cinco," has returned from an extended trip to Europe.

Temporary certificates for the 7 per cent. convertible second preferred stock of Bayuk Cigars, Inc., have been admitted to the list of the New York Stock Exchange.

J. B. Williams, who has been associated with the sales department of Otto Eisenlohr and Bros. for a great many years, has resigned his position with the Eisenlohr firm and joined the new organization of the Victory Cigar Company.

Warner Searles, of The Deisel-Wemmer Company, Lima, Ohio; T. Wertheim, vice-president of the Webster Cigar Company, Detroit, Mich.; J. B. Annis, of Gradias Annis and Company, Tampa, Fla., and Jacob Mazer, of the Mazer Cigar Company, Detroit, Mich., were visitors here during the past two weeks.

VAZQUEZ REAPPOINTED P. R. AGENT

Announcement is made by the Government of Porto Rico Tobacco Guarantee Agency, 136 Water Street, New York, that J. F. Vazquez has been reappointed manager of the agency.

Mr. Vazquez originally organized the agency in 1921 and held the managership until 1923.

He is a practical tobacco man, having lived most of his life in the tobacco regions of Porto Rico.

Mr. Vazquez has seen thirteen years service with the Government of Porto Rico. He started as an internal revenue agent and worked his way up to the position of chief of the Bureau of Internal Revenue.

In 1920 the Porto Rican legislature passed a bill creating a New York tobacco agency and inaugurating a system of inspection of tobacco, guaranteeing the source thereof, by means of Government stamps. These stamps have tended to lessen the adulteration of Porto Rican tobacco, formerly very prevalent.

Mr. Vazquez took charge of the office September 1st and will be pleased to meet his old friends at 136 Water Street. He is not contemplating making any changes in the office staff.

Mr. Dannahower, the retiring officer, has made a host of friends among the trade during his eleven months' incumbency of the office who will wish him the best of luck in any new undertaking he may launch. He has made no plans for the future yet.

Items of Interest

After a trip to Canada, W. L. Rubin, assistant advertising manager of the General Cigar Company, New York City, is back at his desk full of pep.

Robert Schubert, leaf tobacco dealer, of Water Street, New York, has just returned from a tour of the New England States visiting the trade in that section.

Lyman G. Baum, of A. Santaella and Company, has returned to his desk after a vacation spent in Chicago with his family and friends.

F. M. Arguimbeau, vice-president of the American Sumatra Tobacco Company, has returned to his desk after a trip to Florida inspecting his firm's new packings of Florida tobacco.

MARCELINO PEREZ, 3d, ARRIVES

There was much rejoicing in the offices of Marcelino Perez and Company, on August 23d, due to the announcement that Marcelino Perez, 3d, had just arrived. According to last reports, congratulations were coming in thick and fast to Mr. and Mrs. Marcelino Perez, Jr.

HEAD OF GEORGE W. HELME COMPANY DIES

On September 2d, Otis Smith, president of the Geo. W. Helme Company, snuff manufacturers, passed away at Battle Creek, Mich. His body was taken to New York City and interment was made in Woodlawn Cemetery. He was 55 years of age.

Mr. Smith had been ill about five weeks, but his death was a severe shock to his many friends in the industry. He had been president of the Geo. W. Helme Company since it was founded in 1911.

GENERAL CIGAR COMPANY POPULARIZING SLOGAN

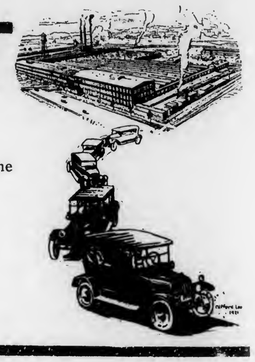
Perhaps one of the best illustrations of what is being done to popularize the slogan is furnished by the large illuminated sign recently installed by the General Cigar Company at one of the busiest spots in New York, Broadway, between Fifty-first and Fifty-second Streets. This sign, 20 feet high and 60 feet long, bears the cigar slogan in black and white, coupled with an advertisement of the "White Owl" cigar, and is placed at a point which 500,000 people are estimated to pass daily.

This company is also enclosing a slip bearing the slogan in all their Handy Packages—that is, the "White Owl" Handy Package of ten, Robt. Burns "Invincibles" Handy Package of five, and the Van Dyck "Bankers" Handy Package of ten. It is estimated that at least a million of these slips will be used in this manner within the next six months.

Nor is this all, for it is announced that as soon as it can be arranged, the same company will adopt a similar design to be used as box flaps on all of their brands, which means that every box of cigars packed by the General Cigar Company will contain a flap with nothing on it excepting the slogan, "After all, nothing satisfies like a good cigar."

Electros of the slogan in six different sizes are being furnished by the T. M. A. to members of the cigar trade in reasonable quantities, without charge, irrespective of their membership in the T. M. A.

DETROIT



Vacation Season Ends and Jobbers Report Business on the Increase—Henry Ritter Makes "Flying" Trip to Chicago Convention—New Arena Gardens Open—Joe Muer Finds Himself Much in Demand—Waitt & Bond Specialist Here

Detroit, Mich., September 10, 1923.

WITH the vacation season practically at a close, the Detroit jobbing and retail trade have a feeling of optimism over the prospects of a big fall business and holiday business. Many of our large retailers have placed fat and juicy orders with Tampa, Key West and eastern factories for early shipments of one-fortieth packings. Local factories are busy and report a very satisfactory summer business. The jobbing trade reports business to be picking up very good, but collections are very slow. The price cutting situation is about the same, with no relief in sight. The popular brands of cigarettes are sold at list less 10 per cent. and the cut-rate stores retailing same at two-for-a-quarter. Consequently jobber and retailer complain that there is no profit in cigarettes.

Henry G. Ritter, president of the Ritter Cigar Box Company, returned recently from Chicago, where he attended the association meeting. Shore trips such as Detroit to Chicago, or vice-versa, Henry uses one of his Marmon cars, train service is too slow and Henry doesn't fool, when he starts, only the high spots are touched. As I have been informed by good authority, the story of his recent trip is authentic. Scene of the trouble, Coloma, Mich., a thriving city of 750 population, a judge of unusual wit and an officer of the law, with blue uniform, brass buttons, and ever'thing. I understand that the said Marmon was running along at the slow speed of seventy-five miles per, when the bluecoat appeared on the scene, then the fun began. Henry offered apologies for disturbing the natives with such speed, whereupon the officer took exceptions at Henry's line of talk and thought he was being kidded, and he exclaimed with pride, saying you can't kid me, you'll have to talk to the judge, but if I had my way I'd put you'se in jail never to get out. At the conference with the Judge, it was decided that Henry should pay the sum of $9.75 for frightening the natives. Naturally the bluecoat smiled with delight. The Judge was tipped with the change out of the ten dollar bill and the officer handed a PERSONALITY Cigar, who smiled profusely at being treated so royally. Then the happy family parted and everyone proceeded on their journey, none the worse for their experience.

"Bill" Thornton, the go-get'em of Claude E. Howell & Co., has returned from a fishing trip of ten days on the Canadian Lakes. I am told that his time was spent in catching "Single Fish," but according to all the books on fishdom, we can't locate any such species. It's a good fish story nevertheless, but we are of the opinion "Bill" spent too many days with the Canadian Club.

The New Arena Gardens, located at 5765 Woodward Avenue, had their formal opening on Friday, September 7th, and a gala performance was on the programme for the opening night. George Colerous, formerly manager of the Graystone, has been selected by the owners of the Arena Gardens as general manager, and George is doing everything in his power to make this the greatest danceland in the country. Record crowds are attending every evening. "Dick" Clarke's smoke shop is just opposite the Gardens, and he reports quite an increase in business, since George is drawing the crowds in his vicinity.

Joe Muir, manufacturer of the well-known brand of "Swift" cigars, is a busy man this month. Not only is he busy supplying the demand for his good cigars which enjoy a big sale here, but he is on the job now supplying the boys with plenty of good eats. As a Barbecue specialist, Joe is second to none. He is, and has been much in demand this month and has been crowned the Barbecue King, by the Elks, Retail Druggist Assoc., and the Transportation Club all of which had Joe in full charge of feeding the many thousands who attended the outings.

Frank Reszke, the West Fort Street cigarist has opened an up-to-date drug store at 13223 East Jefferson Avenue. Frank will divide his time between his downtown store and the new location. All the popular brands of cigars will be handled, as well as all the special brands that are controlled by him.

W. F. Lakin, of Waitt & Bond, manufacturers of "Blackstone" cigars, has been in our midst for the past ten days, doing speciality work on the "Blackstone" brand. From all reports this cigar is going over the top in wonderful style. Billboard advertising and window display work are proving very effective on the smoking public and the demand for "Blackstone" is growing daily.

E. H. Gato, 3rd., and E. P. ("Fred") Oakes, of the E. H. Gato Cigar Company, Key West, Fla., called on the trade here last week, and as usual booked some very fine business from the Watkins Cigar Stores Co., who are the sole distributors of the "Cressida Country Club." This was the first time that E. H. 3rd., has had an opportunity to visit the Motor City, and of course he took in the sight seeing tour of all the automobile plants during the day and at night he was shown all the wild places and the night life by his side kick, Fred, who knows Detroit well. Number Three, said he would soon return for another visit as he considered Detroit a regular town, with lots of regular fellows.

E. H. Briody, of Kraus & Co., Inc., Baltimore, Md., was a recent visitor to Detroit and while here he made arrangements for the distribution of "In-B-Tween" little cigars, in Detroit and vicinity, with the Charles F. Becker Co.

C. H. Shoemaker, of Howes-Shoemaker Co., has returned from a ten days vacation to Jackson, Mich. If we didn't know that "Shoe" had his family with him on this trip, we could form our own conclusions who the extra members Warden Hulbert had as his August guests.

Sheriff Nelson, of Bayuk Bros., arrived in our city about ten days ago and has been doing some very effective and clever advertising on the Bayuk brands. The Sheriff's makeup is R. F. D. style and he has all the appearances of just arriving from Hickville. His monologue is clean and to the point where he attracts the undivided attention of the customers in the stores, and the clerks will long remember his witty remarks. The Sheriff will be with us for about thirty days and during the meantime the Bayuk Bros., sales staff under the direction of Charles ("Willing Hustler") Robinson are putting the finishing touches on the distribution and window display work, while the Sheriff is doing his stunts along the main streets, on "Mapacuba" and "Prince Hamlet" cigars.

Owen Uridge, proprietor of the cigar stand in the Addison Hotel, is all smiles these days, he says business is fine and ever'thing. The stork arrived on Wednesday last with a bouncing baby girl, who tipped the beam at eight pounds. From last reports mother and baby were doing fine and the proud father is still wearing the smile of contentment, saying business is fine. Come in boys and have a good cigar on Dad, he is passing out the best and receiving congratulations, as we, one and all extend our best wishes and hoping all his troubles are "little ones."

Jimmie Goldwater, representing Harry Bloom, manufacturers of "Natural Bloom" cigars, called on the Detroit retailers last week.

J. F. Anderson, of Celestino Vega & Co., manufacturers of always reliable and always dependable "La Venga," a real Havana cigar, called on the trade here last week and reported a very satisfactory business on his line in the Motor City.

Donald Frame, of Stephano Brothers, manufacturers of the famous "Ramesis" cigarettes, has been with us for a few weeks doing speciality work on this popular brand of cigarettes which already enjoys a big sale on the Detroit market. Donald says, this is a wonderful city and that he is very glad to have it on his list, because "Ramesis" sell so good.

E. A. Rosemond, is conducting a very strenous campaign on "Roi-Tan" cigars, in our city. The newspapers are showing very attractive ads, and window displays worthy of mention are to be seen throughout the city. E. A. is doing some very effective work on "Little Tans," the five cent seller, which goes to the trade at 36.50. The famous old brand of "Roi-Tan" is showing some real life, and predictions are, that it will soon be in the list of the leading sellers here.

Arthur Hanauer, of Kaufmann Bros. & Bondy, manufacturers of "Pipes and Smokers' Articles" called on the Detroit trade last week, with his fall line of new styles in pipeland. Arthur always enjoys a big business in our city, as his line is very popular here.

M. M. Wilson, general representative of the Anndora Cigar Company, Albany, N. Y., has been rusticating in our midst for the past ten days, working with the sales force of Lee & Cady, local distributors of the "Anndora" cigars.

Bert Johnson, president of the Bert Johnson Cigar Co., distributors of the "Tilford" cigar, has returned from a ten days business trip to New York City.

Chas. Coombs, of the Central Cigar Co., has returned from his vacation which was spent at French Lick Springs, where Mrs. Coombs has been recuperating from her recent illness.

H. J. Thomas, has accepted a position with the Bert Johnson Cigar Co., and will work the east side of the city on "Tilford's." Our friend Thomas is well known to the trade in that section, having covered the same territory for several years for the Harry W. Watson Co.

Eugene M. Henofer, general salesmanager for The Bay Poplar Lumber Co., Cincinnati, Ohio., called on the Detroit cigar box manufacturers last week and reported the sale of many cars of lumber to the trade.

William McDonald, representing the Importation Company of America, called on the retail and wholesale dealers here last week in the interest of his many brands.

J. L. Kraus and Ed Weil, of Antonio Roig & Langsdorf, manufacturers of the famous "Girard" cigars, were on the list of visitors here last week. The Howes-Shoemaker Co. are the local distributors of the "Girard" brand.

Roy C. Karn, who has been associated with the Central Cigar Company, for the past eleven (11) years, as manager of their various stores, has had his services rewarded by being promoted to the position of Stores Supervisor. Roy is very popular with the trade and the clerks in the chain stores, who were pleased to hear of his good luck in securing this promotion. THE TOBACCO WORLD extends to Roy their congratulations in his promotion and hope they may be many.

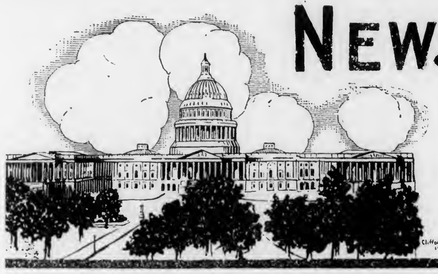
Bayuk Bros., Philadelphia, Pa., manufacturers of the famous "Prince Hamlet," "Mapacuba" and "Philadelphia Hand Made" cigars, have opened a branch house at Grand Rapids, Mich., for the distribution of their brands. L. F. Keift, has been appointed manager of the new branch and a staff of experienced salesmen will promote the sale of Bayuk cigars in the furniture city.

J. Sadler, of Perfecto Garcia & Bros., called on the trade here last week and booked many fine orders on his high grade line.

W. W. "Doc" Rosebro, of the New York-Tampa Cigar Co., was on the list of visitors here last week. Doc reports that "PERSONALITY" cigars are going big in every territory where they have been placed. "Mike" Stone is meeting with success in placing "PERSONALITY" on the Detroit market and the brand is repeating rapidly.

Edward W. Klein, representing the Cortez Cigar Co., Key West, Fla., gave the trade the once over here last week, and wrote up some very fine business

(*Continued on Page 16*)



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

Washington, D. C.

AN investigation into alleged unfair methods of competition and unfair acts in the importation and sale of briar wood pipes at prices less than the cost of production of such pipes in the country of their origin, in alleged violation of Section 316 of the Tariff Law, is to be undertaken by the United States Tariff Commission as a result of complaints filed on January 4 by John D. Burger, president of the Reiss-Premier Pipe Company. The parties alleged to be importers of these pipes include Dasco Importing Company, A. Schulte, United Cigar Stores Company, H. S. Lederer, A. Oppenheimer & Company, and Samuel Gordon, all of the City of New York, and all other persons, firms and corporations concerned as owners, importers, consignees, agents or otherwise in the alleged unfair methods of competition and unfair acts in the importation and sale of such pipes.

These parties and all others interested have been cited to answer the complaint on or before September 24, and to show cause, if they have any, why the provisions of Section 316 of the Tariff Act should not be applied in respect to said alleged unfair methods of competition and unfair acts in the importation and sale of such pipes.

A concerted drive throughout the country for the earlier mailing of business letters and packages is to be undertaken by the Post Office Department in the near future. It is the purpose of the department to undertake a regular educational campaign which will take up such matters as proper preparation for the mails, including complete and legible addresses, return cards, proper routing and packing, etc., early and continuous mailing, the use of pre-cancelled stamps or the permit system, the separation of long and short letters, the separation of mail by states and cities where the quantity is sufficient, the tying of letters properly faced into suitable bundles, the use of simple distribution schemes, the arrangement of mailing lists according to such distribution schemes where conditions warrant, etc. It is also planned to install in the larger post offices an "outside man," whose duties will be to visit heavy users of the mails and discuss their mailing problems and show them how they can secure the utmost service from the post office. Where mail is deposited early in the day, it not only relieves the post office of last-minute congestion and the necessity of running heavy night shifts, but also gives better service to the patrons, since the mail is started on its way on the earliest possible train.

Characterizing the Pullman surcharges as obnoxious and irritating, and a hang-over from war times, representatives of the traveling men in the various industries early in September testified before the Interstate Commerce Commission that this method of raising revenue for the railroads was not only a source of increasing dissatisfaction to the traveling public, but was a distinct handicap upon business.

At the same time, representatives of the large railroads testified that elimination of the surcharge on Pullman accommodations would cost the railroads of the country approximately $33,000,000 per annum, and, although removal would undoubtedly stimulate business, the extent of such stimulation is problematical, although it is not believed it would be sufficient to offset the loss.

The hearing was a continuation of hearings held at various points throughout the country at which regional information was secured, and was for the purpose of going into the matter generally. The case was originally brought by the Order of United Commercial Travelers of America, who were joined in their complaint by the National Council of Traveling Salesmen's Associations.

The public demands lower berths, and, generally, refuses to take uppers, according to A. L. Conrad, of the Atchison, Topeka and Santa Fe. As a result, the Pullman cars carry considerably fewer passengers than they could if utilized to the greatest extent. A survey of occupancy of cars operated by this road during one month showed that on trains to California all-sleeper trains carried an average of 12.3 passengers the entire distance, while in mixed trains the sleepers carried an average of 11.9 passengers and the coaches carried 24.2.

A. M. Loeb, president of the National Council of Traveling Salesmen's Associations, and Leon S. Fox, vice-president, in testifying against the surcharge, introduced a telegram signed by William G. McAdoo, former director general of railroads, in which it was stated that the surtax was put on during the war to discourage civilian travel in Pullman cars and conserve them for the use of the military. It was also stated that the Interstate Commerce Commission restored the surcharge under the Esch-Cummins law after the director general of railroads had removed it. In rebuttal to this testimony attorneys for the railroads introduced a press statement issued at the time the surcharge was originally imposed, in which it was declared by the railroad administration that the purpose was to raise $49,000,000 additional revenue for the railroads. It was pointed out that immediately after the surcharge was put into effect the railroad administration announced reduced excursion rates for the purpose of further stimulating traffic.

Testimony before the commission brought out the fact that the railroads are carrying considerably more people now than in 1922, although as compared with 1920 there is less travel generally. More salesmen are on the road now than last year, and it was the contention of the representatives of the National Council of Traveling Salesmen's Associations, as well as Samuel Blumberg, of the United Commercial Travelers of America, and James R. Coffin, of the International Federation of Commercial Travelers, that the traveling men should be relieved of this surcharge, the retention of which is urged only by the railroads. The Pullman Company, according to L. S. Taylor, vice-president, would be willing to see the surcharge removed, although, he stated, fewer complaints have been received regarding it in recent months.

The Interstate Commerce Commission realizes that the railroads need the revenue now derived from the surcharge, and that if the surcharge was removed, some other method of raising revenue would have to be resorted to. This was indicated by questions of Commissioner Campbell, who asked witnesses what method of getting funds might be resorted to if the surcharge was eliminated.

Further hearings will be held beginning November 13, it was stated, and it is the intention of the commission to keep the records open for such further investigation as may be deemed necessary after consideration of the testimony so far secured.

The Paraguay Government tobacco classification warehouses, said to contain about twenty thousand bales of tobacco, were totally destroyed by fire on July 10 as a result of an attack on Asuncion by revolutionary forces, according to reports just received at the Department of Commerce from Consul Harry Campbell, Asuncion. The total loss probably amounts to a half million dollars.

This is the second time within the past year the supply of Paraguayan tobacco has been affected by the revolution, previous disorders causing practically a 40 per cent. decrease in production during the year 1922-23. Tobacco is the most important agricultural crop in Paraguay, and is exported in large quantities to Argentine and to the Netherlands.

Considerably increased production of tobacco in Jugoslavia this year is expected, compared to the comparatively poor showing last year, according to reports just received at the Department of Commerce. The 1922 crop, amounting to 21,520,000 pounds, fell below the requirement of the country, necessitating the importation from Holland of commoner tobaccos, in addition to the finer qualities usually imported.

In consequence of the increased prices which the Government Tobacco Monopoly Administration will pay the growers this year, amounting to 200 per cent., and even 300 per cent. in some parts, almost double the acreage has been planted in tobacco, and together with the sufficient rainfall, gives hopes of a very satisfactory tobacco crop. On the basis of reports already received, the Monopoly Administration estimates the 1923 production at 45,000,000 pounds.

Conservative co-operation with business will be the keynote of the administration during the coming session of Congress. There will be no radical or unusual business legislation recommended by the President, his attitude being understood to be that business in general needs the co-operation of the Government so far as it can legitimately be given, and that business should not be disturbed by legislative experiments.

With the elevation of Mr. Coolidge to the presidency, many of those who had figured out unique but radical legislation for the purpose of curing business ills felt that they would have a friend in the White House, but the conservatism that has marked Mr. Coolidge's activities throughout his life continue to be manifested, and it becomes plainer from day to day that no rash experiments will be undertaken. At the same time, the administration will be strict in its enforcement of the laws, and will proceed energetically against all illegal activities.

In view of Mr. Coolidge's attitude, it is very unlikely that any tariff legislation will be given serious consideration during the coming session of Congress, and that any revenue legislation that is taken up will be approved by the President only if it makes easier the financial situation of the Government. It is very unlikely that the President will consent to any move toward a radical reduction in taxes unless at the same time some means is provided for making up the revenue which would be lost thereby.

A new regulation has just been promulgated by the Treasury Department dealing with notice by collectors of customs for reappraisement. It is explained by the department that this regulation is largely for the convenience of the Government officials in proving that such notice was sent to the interested importer. It provides that the collector may, if he deems the appraisement too low, appeal for reappraisement within ten calendar days from the date of reappraisement, and shall immediately notify the importer in writing. There shall be endorsed on the original appeal to reappraisement, which is mailed to the United States Board of General Appraisers, the date of the mailing of the notification, and the one who does the actual mailing must sign his name to such endorsement. It is said that there have been a number of cases in which the collectors have had some difficulty in proving that the notice was mailed to the importer in accordance with the law.

LINZ.

TOBACCO DEFENDED AS MEANS TO CUT HIGH COST OF LIVING

Tobacco was the subject of discussion at a luncheon symposium. All the young men present were smokers and all were giving their reasons for not obstaining. One said that the nicotine quieted his nerves, another that it helped him to concentrate and a third that it gave him something to do with his hands.

But a fourth advanced a more unusual theory. "I smoke for reasons of economy," he said. "When I am not smoking I have a large and very expensive appetite, but if I spend twenty cents a day on cigarettes I find that I save at least five times that much on my meals."

PRESENT-DAY MARKET CONDITIONS FOR AMERICAN TOBACCO IN LATIN-AMERICA

Alfred T. Marks

IN a preceding article the writer discussed some of the phases of the Latin-American tobacco market which have a direct bearing on our trade in the southern republics. These were satisfactory deliveries, advertising to the Latin Americans, European tobacco goods in the markets, doing business in the Latin-American way, etc.

The important subject of the establishment of sales agencies is a vital factor in our trade in all foreign countries, and especially in Central and South America, and should have the careful attention of our United States exporters.

Few of our American exporting industries which have won a large measure of success in Latin-America have been able to do so, as a permanent proposition, solely through covering the territory by traveling salesmen who mail back orders to the home concern, making it necessary for the buyer to wait for many weeks—in not a few cases several months—for delivery. The better plan, I found, is the establishment of either sole agencies in the various cities, or the placing of the line with wholesalers (called "distributors" in Latin-America).

It is very advisable in selecting a Latin-American house to handle a line of our tobaccos, either manufactured or leaf, that it be not already engaged in selling tobacco lines which could, in any way, be considered competing lines, and an agreement should be entered into that lines which compete will not be handled with the American products. One of the bad effects of competing lines being sold by one of these agencies is that the line which pays the largest profits (and this may not be the American line) will be pushed more vigorously and constantly than the smaller-paying line. This is a certainty; there is no sentiment about it, whatever.

On the agency's part it should be required, agreed and understood that it undertake to cover its territory by salesmen or sub-agencies (preferably the latter) and in every way see that the lines are properly and persistently kept before the people.

In introducing the lines in new markets where they have not been on sale it has always been a helpful plan to have a well-informed sales representative visit the countries, not only for the purpose of bringing the goods to the attention of the people and booking orders but also in order to personally select business houses to handle the lines. This plan is much preferable to a mail-arranged agency, as will be very obvious.

Another important function of the successful agency is that it will enable the American exporter to keep his finger on the trade pulse of the territory at all times, to know just how the lines are moving, what is selling and what is not in demand—and why. Besides, he is relieved of the very important matter of concerning himself about credits, terms, collections, etc., as the branch handles and is responsible for all that.

Having these first-hand facts direct, the American tobacco manufacturer is at all times able to follow the trend of the trade, and to supply what is wanted when it is wanted and in the right quantities to meet the demands—so that orders may be filled without delay, which is a very important matter, as I have attempted to show. As a matter of fact, one of the chief factors in Europe's substantial grip on the Latin-American tobacco trade for many years past has been that it had the goods ready at hand in the various markets, and no long delay was necessary in filling orders.

Thus the fact is emphasized that an agency or branch should be kept well stocked at all times as an essential factor in trade-building, and not only should it carry the popular lines which are in most constant demand, but also the higher-grade and higher-priced lines. It should be remembered that there is, and will always be, a class in every community and in every country to which it will pay to appeal with the finest products in cigars, cigarettes, smoking and chewing tobaccos regardless of the price. This will not be the mass of the buyers, but it is an ever-enlarging class, and well worth catering to.

Every agency plan should, however, under all circumstances, have for its ultimate object the opening of the exclusive sales branch of the house, manned by its own staff of representatives. The evolution of our big Latin-American trade in automobiles, musical instruments, food products, paper manufactures, and other leading lines of United States exports followed this plan successfully—placing agencies with good houses until the volume of trade had so grown that the sole agency or branch could be profitably established. Likewise, this has been the method of European shippers to South America, tobacco exporters included.

Packing of tobaccos has always been a disturbing factor in our Latin-American trade, although we hear fewer complaints than in former years.

This matter of packing for the Latin-American trade has two angles, I found. The first and most important of these has to do with climatic conditions. All of Central America, the West Indies and the northern belt of South America are in the tropical zone, and in order to secure proper protection from the damp and humid climate such goods as tobacco, both leaf and manufactured, must be not only carefully packed in tin receptacles and damp-proof paper and wrapping, but should be securely boxed in substantially-constructed packing cases. The second angle to the packing question is one that is not gven the consideration it should have. Ocean freights to both east and west coasts of South America must undergo extremely rough handling, being thrown about from dock to ship, stowed on ship, undergo from two to four weeks of rough passage, be thrown from ship to lighter and from lighter to wharves in many of the ports—and after all this persecution frequently are hauled one hundred miles or so into the interior on "rattler" freight cars or on the backs of unsteady-footed mules. It will be readily seen that in order to withstand this sort of treatment no packing case can be too secure. And it was through lack of a thorough appreciation on the part of our shippers of the rough treatment our United States exports must undergo that our methods of packing have been under fire for so many years past. Now, however, our exporters are beginning to realize what is required in the way of packing.

Just another word on the packing question. Probably 50 per cent. of our trade troubles in Latin-America for many years have originated in our faulty packing methods. A shipment leaves the United States in "ship shape," but by the time it reaches the far-away consignee, possibly in the interior of South America, it is in bad and unsalable condition; the consignee refuses to accept it; thereupon the fight starts, United States consuls and trade commissioners are called in, the United States Department of Commerce is appealed to—finally some sort of settlement is reached

(Continued on Page 20)

New York Quality Cigars and Spanish Cedar Boxes

In the past generation—and before—cigar brands now Nationally known have sprung into existence in New York City. Behind these brands have been no heralded reputations. Upon their quality and workmanship they were offered to the Smokers in all parts of the country.

Several important factors have entered into the success which they have attained and held. The best tobaccos were used in making the blends; workmen proud of their craft, were employed to produce them. The best type of container has been used for packing and presenting them.

From the inception of cigar manufacturing in New York City there has been an ever-increasing demand for containers made of SPANISH CEDAR. It is for this reason that today there is more SPANISH CEDAR imported through the port of New York for manufacture into cigar boxes than any other port in the United States.

You will find among the successful manufacturers in that city men who properly boast that their cigars have never been packed in anything but a Cedar Box. It is for this reason that New York probably has more Cigar Box manufacturers catering almost exclusively to the production of SPANISH CEDAR Cigar Boxes than in any city in the United States.

Spanish Cedar Cigar Boxes Make Good Cigars Better

(ADVERTISEMENT)

DETROIT LETTER

(*Continued from Page 11*)

on this well known brand, which enjoys a good sale on this market.

Frank J. Lopez, of Garcia & Vega, was with us for a few days last week, after making a general survey of all the leading cities in the Wolverine State. Frank, makes his headquarters here with our good friend Frank Reszke, who conducts one of the busiest cigar stores in the downtown section. "Las Perla Espanola" is the brand that Frank makes, for our friend, and from reports this cigar is going over good in the financial section of our city.

Tony Kliner, of A. S. Valentine, manufacturers of "Flor de Valentine" cigars, made the rounds of the city last week and reported some very fine business on his brand.

R. E. ("Bob") Ellis, of E. P. Cordero & Co., manufacturers of "Mi Hogar" cigars, has been doing some very effective work on his brand here, and has opened up many new retail accounts. The "Mi Hogar" brand enjoys a good repeat business in every location where it is on sale.

Yours truly,
MIKE OF DETROIT.

TOBACCO PRODUCTS MAKES FINE SHOWING

According to the report of the Tobacco Products Corporation, recently issued for the first six months of 1923, the earnings of this company were just about double that of the same period of 1922. $2,542,203 is the 1923 figure and compares with $1,230,557 for the same period of 1922. A quarterly dividend of 1¾ per cent. has been declared on the preferred stock of the corporation, payable October 1st to stockholders of record September 17, 1923.

MORRIS KUTINSKY IN SERIOUS ACCIDENT

While riding in an enclosed car on September 7th, Morris Kutinsky, of Kutinsky, Adler & Company, met with a very serious accident when the car overturned on a bend in the road, and he and Mrs. Kutinsky were badly bruised.

Mr. and Mrs. Kutinsky were taken from the machine with much difficulty and after being removed to the Lenox Hill Hospital, it was found necessary to remove Mr. Kutinsky's left eye. It is believed he will not be able to be at his office for at least two months.

U. S. REVENUE FROM TOBACCO INCREASES

Washington, D. C.

Tobacco has taken the place of liquor as the heaviest tax-payer of any commodity, according to the annual report of the Commissioner of Internal Revenue, just made public, which shows tobacco to be the only item of taxation producing an appreciable increase in revenues during the fiscal year which ended on June 30, last. A total of $309,015,050 was collected from this source during the year, an increase of $38,255,666 as compared with the fiscal year 1922, when $270,759,384 was collected.

Of this $38,000,000 increase, more than $32,000,000 was in the taxes collected from small cigarettes, from which a revenue of $182,584,806 was derived during the year, as compared with $150,127,514 in 1922. Large cigars showed an increase of $3,000,000 in taxes, $47,272,570 being collected, as compared with $44,183,575. The taxes on chewing and smoking tobacco showed an increase of $2,500,000, being $68,857,707, as compared with $66,341,838. The only item to show a decrease was small cigars, from which $865,010 was collected, against $968,526 in 1922, although the miscellaneous collections relating to tobacco fell from $82,035 to $28,296, a decrease of $53,738.

An increase of approximately a half million dollars was noted in the Internal Revenue tax on Philippine products. Taxes on large cigars increased from $455,740 in 1922 to $953,075 for the year ended June 30, last, while collections from small cigarettes increased from $2097 to $4458. Collections on large cigarettes dropped from $77 to $33. Collections on Porto Rican products also showed a fair increase, tax collections on large cigars jumping from $844,878 to $968,145, and on small cigars from $18,613 to $25,428. Collections on small cigarettes increased from $1110 to $1208, and on large cigarettes from $1944 to $2768.

The commissioner's report shows increases in the quantities of tobacco products withdrawn for consumption, with the exception of small cigars. A total of 7,128,020,859 large cigars were withdrawn during the fiscal year 1923, an increase of 8 per cent. as compared with 1922, when 6,621,184,339 were withdrawn. A reduction of 11 per cent. in the number of small cigars was noted, 576,673,340 being withdrawn, as compared with 645,684,473. A total of 18,179,947 large cigarettes were withdrawn, as against 16,444,604 during the previous year, an increase of 11 per cent., and 60,860,115,960 small cigarettes, as compared with 50,041,805,753, an increase of 22 per cent. A total of 39,862,314 pounds of manufactured snuff were withdrawn, an increase of 3 per cent. over the 38,597,950 pounds reported in 1922, and 382,539,213 pounds of chewing and smoking tobacco, an increase of 4 per cent. over the 368,563,368 for the previous year. Products tax paid from the Philippine Islands for the fiscal year 1923 included 234,153,844 large cigars, 4650 large cigarettes, 1,486,317 small cigarettes, and 3605 pounds of manufactured tobacco; and products tax paid from Porto Rico included 168,578,862 large cigars, 16,952,000 small cigars, 384,500 large cigarettes and 402,970 small cigarettes.

Total tax collections during the fiscal year 1923 fell off nearly $600,000,000 as compared with the preceding fiscal year, according to the commissioner's report. Total collections from all sources during the fiscal year ended June 30, last, amounted to $2,621,745,227, against $3,197,451,083 for the preceding twelve months. More than half of the decline was in the collections from income and profits taxes, which in 1923 amounted to $1,689,177,409, as compared with $2,086,918,464 for the fiscal year 1922. The decrease in revenue from income and profits taxes in 1923, it is stated in the report, is due principally to the depression of business in 1921, and, to some extent, to changes in the law. Collections from these sources at the present time, however, are running heavier than last year, and it is expected that the fiscal year 1924 will show a decided increase over 1923.

The collection of taxes during the fiscal year 1923 cost the Government $36,600,000, which was equivalent to a cost of $1.40 for each $100 collected, as compared with a cost of $1.07 per hundred dollars for the fiscal year 1922. The increase in the cost of collection for the past fiscal year is due to a reduction in revenue, and also to the fact that approximately $18,000,000 was spent in auditing income tax returns for the years 1917 to 1921, inclusive.

LINZ.

Staple Manila Cigars

At one time American Cigar Jobbers doubted the possibility of Stabilizing Manila Cigars.

They thought Manila was too far away—that transportation could not be depended on to meet the steady demand of Smokers clamoring for a certain Brand.

But after the War conditions changed. Better ships, better stowage, and greater care in preparing cigars for the long voyage wrought a revolution in the Manila Cigar Trade.

Staple Manila Cigar Brands are now established in every Section of the United States, and the Industry has grown from a speculative business in jobs to a Certain and Sure Investment in a Brand Franchise.

GET IN RIGHT!!!

Take on a Dependable Manila Line and Grow With It

LIST OF BRAND BUILDERS ON APPLICATION

MANILA AD AGENCY

(C. A. BOND, Mgr.)

15 WILLIAM STREET - NEW YORK

A SUCCESSFUL merchant, who had begun business in a little shop, was talking. He said: "The growth of department stores and mail order institutions carries an important lesson in finance and investment. It shows how a moderate amount of capital if consistently employed can develop into a fortune.

"It shows the importance of a rapid turnover of capital and the extraordinary profits which can be realized in a trade where inventory can be taken from four to six times a year.

"A single annual turnover means a profit slightly greater than the capital invested would return if loaned in the money market. But money turned five times yearly means an income equal to that of five times the amount used to finance a single turnover."

All the above is a message to you, spoken in words of great earnestness, to keep your money on the hustle and to keep it invested in stocks which turn quickly, rather than in slow-moving goods.

Why not make for yourself a business motto on this subject. I will compose it for you, thus—*A small profit frequently repeated pays much better than a large occasional profit.* Learn this motto, let it guide your business policy, and you will be buying a seaside cottage in a short time.

"And suddenly, strangely, inexplicably, he found himself happy. There was a grateful warmth of satisfaction in his heart as he contentedly sat there pulling long and deep on his faithful old black pipe."

The above is a quotation from a business journal. A merchant, earnest, hard-working, ambitious, had met a great disappointment with accompanying loss. It gave him a terrible shock, took the heart out of him, a feeling of discouragement pervaded his whole being and he felt like ceasing his strenuous efforts and letting things drift.

And so, as the story ran, he pulled out his old Jimmie Pipe, lighted it and sat himself down—and then his spirits returned.

How is it that this benign and fragrant leaf clears the mind of the thinker, and imparts comfort to the sad? I will tell you how it works.

Its action slows down and softens the beating of the heart. The blood slackens its tumultuous flow through the veins. It flows quietly, smoothly, pellucidly. Its fever subsides, the nerves cease their irritating activity, calmness intervenes. A feeling of contented peacefulness reigns. A sense of quiet happiness pervades the whole being. The world looks good and everything will come out all right.

This is the scientific explanation which the highbrows give of the action of tobacco on the system.

It is calming, quieting. It should never be smoked vigorously, or nervously, but easily, slowly, and it will then do its great and soothing work.

I just said "good day" to one of my most intimate friends who dropped in to pay me a five-minute social call.

He produced two cigars, with gold bands, handed one to me, took out his gold match box—he is wealthy and fond of expensive trinkets—lighted his cigar, puffed in that self-satisfied manner and meditatively looked at the ceiling.

The cigar was a slender one, with a light wrapper with a beautiful and inviting coloring, which is more lovely to a smoker than the appearance of the most delicious candy, and I accepted mine with an anticipatory thrill of pleasure.

"I see you have begun smoking again," said I. "What is the causation thereof?"

"You see," he replied, "I had a catarrhal affection. I feared the smoking was aggravating it, so I stopped. I asked my doctor yesterday if smoking in moderation would do me any harm, and he said, 'no, No, NO.' A little smoking won't increase your trouble in the least. Go ahead. In moderation."

This persistent villification of the leaf, as harmful to humanity seems to have run its course, and doctors and scientists are having the courage to tell the truth—that tobacco, in moderation, is helpful in many ways to the human system.

The *San Francisco Examiner* recently offered a considerable prize for the best article on Business Getting. The prize winner took for his subject the caption of "THE GO-GETTER." And he threw out so many bright hints and suggestions that I hand out a few hoping they will inspire and encourage you as much as they did me.

"Go-Getter," he wrote, "is a live wire who grabs off what a majority of the people idly dream about. He is blessed with the vision of glimpsing the tangible, while the every-day person is stone-blind to opportunities.

"Disappointment does not permanently discourage him, but he keeps banging away, and ultimately turns defeat into victory. He uses his wits every sec-

(*Continued on Page 25*)

To Whom It May Concern:

To the right you see the LIBERMAN POWER SCRAP BUNCH MACHINE which has for more than a year been working successfully in many high grade cigar factories.

You can LEASE or BUY it with Service Guaranteed.

It makes Perfect Bunches of any size and shape—out of any size scrap.

Its daily production is 4000 to 7000 Bunches—depending on the speed of the operator.

The latest improved model is Simple in Construction and does not require a mechanic to adjust and keep in order.

FULL PARTICULARS ON APPLICATION

LIBERMAN MANUFACTURING CO.
N. W. Cor. 20th St. and Allegheny Ave.
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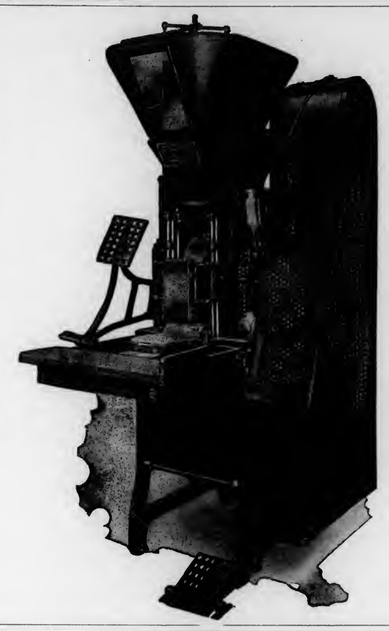

DEALERS! —— JOBBERS!
MANUFACTURERS!

You can now tell exactly by glancing at the Stamp the origin of the Tobacco you purchase as Porto Rican.

Every barrel or bale of Leaf or Scraps and every box of cigars coming from that Island must have affixed a White, Blue or Pink Guarantee Stamp.

WHITE: Means that the Tobacco is all Porto Rican.
BLUE: That it is mixed with other than Porto Rican.
PINK: That it is all foreign-grown—simply shipped from Porto Rico.

Shrewd manufacturers are purchasing Porto Rican Tobacco in larger quantities than ever, for they are realizing more and more that the average American smoker prefers a mild cigar, but insists on its having fragrance and bouquet.

No other Tobacco in the World combines all of these essentials to such a degree as Porto Rican. Either used exclusively in the filler or blended with other Tobacco it makes the ideal "all-day" smoke.

Write for the Illustrated Booklet, "The Story of a Porto Rican Cigar"

THE GOVERNMENT OF PORTO RICO
TOBACCO GUARANTEE AGENCY

136 WATER STREET
NEW YORK

J. F. VAZQUEZ
AGENT

TELEP ON
JOHN 1379

"HOOK UP" YOUR BRANDS
WITH NEW TRADE
BY PACKING YOUR CIGARS
IN WOODEN BOXES

WE MAKE GOOD BOXES—TRY US

Windsor Cigar Box Co.
WINDSOR PENNA.

TADEMA HAVANA CIGARS
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Havana
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he Far-Visioned Cigar Manufacturer
Protects Present and Future Sales
By Packing His Brands In Wooden Boxes

H. E. BAIR & CO.
HANOVER PENNA.

"Quality Cigar Box Manufacturers For More than Fifty Years"

LATIN AMERICAN CONDITIONS

(*Continued from Page 14*)

after the goods have been knocked about warehouse or wharf in the interim and are practically worthless to either shipper or consignee. The exporter may possibly get only the cost of packing case out of it, but—worse than that—he loses a customer for all time, makes a bad impression on Latin-American importers, and, indirectly, hurts our trade there in all lines. That's the thing which has been happeninig down there—and which we must bend every effort to avoid.

It should be a matter of much satisfaction for United States exporters to know that today the question of terms and credits is not cutting anything like the figure it did a few years ago. This, it will be remembered, was one of our first obstacles in trading with the South Americans. In the pre-war years the Latin-American importer took a peculiar view of the matter of credits, I was told. Many large, old-established houses there which were well able to forward cash with order or pay promptly against shipping documents insisted upon 60 or 90 days, or longer, because they regarded it as an evidence of confidence in their integrity. Likewise, when cash was demanded they were much inclined to look upon it as a reflection upon their honesty. In fact, I found instances where absolutely reliable firms with large available capital took 60 and 90 days where by paying in 10 days they would get a 2 or 3 per cent. discount—because they wanted to feel that their standing was "ace high" and it was worth the loss of the discount to have others feel that way.

As I have said, we are today selling to Latin-America on pretty much the same terms as to other parts of the world. Our point of view on credits and terms has been brought home to the Latin-American merchants in such a way that they long ago began to realize that prompt payment is the best evidence of financial and commercial stability.

We cannot shut our eyes to the fact that, even though trade conditions are still in an upset condition and the foreign commerce of all nations is more or less "out of kilter," the day is coming—and it is not far distant—when we shall have to deal with competition of the keenest sort. And when that time comes it will be tremendously in our favor if our exporters of tobaccos have a well-developed demand for their goods to help them in their fight—and the greater the demand the more certain they are to win. Just think that over.

The Utmost in Quality and Service

Cigar Manufacturers' Supplies

Cigar Labels, Bands, Show Cards, Advertising, Cigar Cans, Plain or Lithographed Metal Signs, Packing Devices, Cedar Linings, Display Holders, Tin Foil, Plain, Embossed or Printed. Glass Jars, Pouches, Protector Strips, Paper Specialties, Tissue Wrappers, Tin Paste, Vegetable Glue, Gum Tragacanth, Cigar Makers Bundle Straps, Cigar Boards, Knives, Blades, Cutters, Table Mold Presses, Bunch and Branding Machines.
"EVERYTHING EXCEPT TOBACCO"

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RELIABLE FIRMS OF
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"When you know your goods are right, stand firm behind them and push them along, let the world know about your product, advertise the fact and get the results."

H. G. BLASSER & CO.
PACKERS AND DEALERS
Leaf Tobacco
FANCY FLORIDA and GEORGIA WRAPPERS
Stripped and Booked Pennsylvania and Ohio Tobaccos
Samples and quotations cheerfully submitted

C. S. GABLE
CIGAR MANUFACTURER
Main Factory and Office, Queen and York Sts.
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Maker of "FORUM" Mild Havana Cigar, "DOUGLAS FAIRBANKS," "CERTIFIED CHECK" and "HAMILTON FISH"

Robert Schubert Co.
124 MAIDEN LANE, NEW YORK
SUMATRA and HAVANA
York Office, Queen and York Streets

C. H. Plitt Cigar Co.
MAKERS OF
"Casilda" Cigar," 10c and up
"20th Century," 8c "New Century," 8c
CIGARS OF QUALITY

York, Penna., Sept. 15, 1923.

OUR excuse for not getting our letter in for the issue of September first is that we were out on a long trip and could not reach our territory in time to cover same for any news items. It sometimes so happens that we are obliged to "rustle" for a living so that occasionally we do really go to work.

Chas. F. Spielman, with S. L. Etter & Son, North George Street jobbers, is making good in his territory, and there are mighty few handlers of cigars that Charlie doesn't land for orders on his firm's goods.

At the regular monthly meeting of the York County Cigar Manufacturers' Association, held September 10th, a prize of ten dollars was awarded to Mr. C. S. La Motte for the best letter submitted to the committee, the subject of the letter being on the merits of the nickel short-filler cigar, which runs as follows:

"More than one hundred years ago York County, Pennsylvania, began to farm, cure and manufacture tobacco into cigars, developing the industry to a point that has become a science and to such a successful standard that today one-sixth of all the cigars made and smoked in the United States are manufactured in York County. Many minor reasons could be advanced as to why this wonderful development, but it is the principal one to which we wish to call attention.

"Seven-eighths of the many millions of the cigars made in York County are of cut filler and retailed at five cents. Experience has proven that in the manufacture of cut-filler cigars, more value is given the purchaser for the reason that the tobacco is shredded and fluffed up, the dirt fanned out of it and cleaned to a finish. (Right here is where the manufacturer is reminded of the Quaker tobacco cutter and separator, a machine that really cleans the tobacco. See outside cover of THE TOBACCO WORLD.) Furthermore, three or four different tobaccos are blended together, making a high class smoke equal to and above the average higher-priced cigar in long filler.

"In other words, it is impossible to make a long filler cigar with the blends to anywhere equal the cut filler for the same price.

"A cut-filler cigar will repeat itself for the price every time in competition with the long-filler cigar."

(*Continued on Page 22*)

Tie to a Winner

and increase your cigar sales and profits.

Girard is a winner—a cigar with a national reputation and prestige. A cigar men buy and buy again and again.

Display Girards on your case and watch how quickly they sell. Tie to a winner, for profit's sake.

Antonio Roig & Langsdorf
Established 52 years PHILADELPHIA

GIRARD

America's foremost cigar

York County Items

(*Continued from Page 21*)

The "Jay Bee" Animated Advertising Billboard Company will give a practical demonstration at George and Philadelphia Streets on the night of September 17th. This is a new and novel way for local advertising and while new in this territory, it is doing wonderful things in the towns and cities where it has been in use for the past few months. The idea is a large standard-sized billboard 17 by 20 feet, same placed high on some desirable and conspicuous place and the automatic machines are so arranged that each individual card is thrown upon the screen for half a minute, when the next sign or card is dropped into place; this continuous change of signs is what keeps the attention of the readers and one may readily figure out the value of this sign as an advertising medium.

John H. Baker Tobacco Company, manufacturers of scrap-filler tobacco, are very busy and the plant is kept going at full capacity. This firm will shortly open a branch scrap factory at Dayton, Ohio, the old home town of Mr. Baker, where they will cut and clean all Ohio tobacco and take care of all orders for Ohio short-filler tobaccos from that point, thus saving the extra freight and handling of that line of goods back and forth from that tobacco State.

John G. Bergdoll, "York Imperial" cigar, is working full-up turning out goods to meet the demand for this ever-popular brand of high class smokes.

JAY BEE.

A business founded on quality maintained deserves success. It explains why so many stores find Bayuk Products bring good business.

BAYUK CIGARS, INC.

Originators of the

BAYUK INIMITABLE BLEND and BAYUK INCOMPARABLE BRANDS

PHILADELPHIA

New York, 119 Lafayette Street Phone Franklin 3166

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A. B. DUKE DROWNS

Greenwich, Conn.

While returning to his private yacht after an evening spent at Manursing Island, Angier B. Duke, son of Benjamin N. Duke, wealthy tobacco man, was drowned when a rowboat in which he was about to embark upset. Five other members of Mr. Duke's party were already in the boat and in some manner the boat capsized just as Mr. Duke was about to step in it. All the other members of the party were gotten onto the dock in safety, but Mr. Duke was missing and it was not for seven hours that his body was found underneath a float alongside of the dock. Mr. Duke lost one hand some time ago in an accident and it is believed that this was the cause of him losing his life.

He was born December 8, 1884, at Durham, N. C., and was graduated from Trinity College, Raleigh, N. C., in 1905. He came to New York City in 1908 and has been in business there since that time, maintaining offices at 511 Fifth Avenue.

TRY THIS SOMETIME

If you are traveling in a reptile-infested region always lay in a good supply of chewing tobacco, and if bitten by a poisonous snake chew the tobacco and swallow the juice until you are sick at the stomach. I have seen several saved from death by snake-bite in this way. Snuff would be good also; and if you do not care to eat it, make a poultice with water and place on the pit of the stomach. The tobacco is the best all-over-the-country antidote that can be used for first aid in such cases.

One good test to try on a snake to see if it is poisonous is to hold its head with a forked stick and spit tobacco juice into its mouth. If the snake is of a poisonous species, it will die shortly in great convulsions; if not of a poisonous species the tobacco will not affect it very much. I've tested this out on rattlers, copperheads and water moccasins; also on king, grass, coach whips and others. The first three died in a few minutes, while the others were not bothered, except to accelerate their crawling gait when released.—E. L. Marshall in *Adventure Magazine*.

MEERSCHAUM

Have you ever studied your store with the idea of finding out what brings the best customers, those who can pay and do so gladly?

One of the chief points is that the man of money is attracted to the store that has the finest merchandise. When a man is ready to spend ten dollars up, he will do so only at a store where he is sure there are valuable goods. Therefore, to attract such customers valuable goods must be shown, the more valuable the better.

The most value is represented by a Meerschaum pipe, beautiful, smooth, rich white creations that are possible only in genuine Meerschaum. If you really want the money man as your customer, get out the Meerschaums and place them in the window where he will step up and say: "I never knew this store had such fine goods. Guess I will go in and buy one. I have wanted one for years, but never saw them."

And there is profit in them, too.

If you are in doubt where you can buy them at the right prices, just drop a postal card to The National Importing Company, Incorporated, 2-6 Elm Street, New York, N. Y., and you will receive by return mail a list of manufacturers who make pipes from genuine Meerschaum from Anglo-Austrian Bank.

This copy →

is being used in an extensive national advertising campaign featuring Fifth Avenue's Favorite Pipe, made by the world's largest makers of fine pipes.

WDC

This means larger and more rapid turnover for fine-trade dealers who are careful to keep their MILANO stock in good order, well displayed.

Advertising appears in

Saturday Evening Post	Motor Boating
American Magazine	Outing
Field and Stream	Vanity Fair
Life	Sunset
Literary Digest	System

5c "Keen Kutter" 5c

NONE BETTER FOR THE MONEY

¶ Guaranteed to be wrapped with Imported Sumatra and filled with Havana. The best *Nickel* cigar on the market for the money.

Write for open territory to

H. F. MARTIN

YORK :: :: PENNSYLVANIA

MERCHANTS CIGAR BOX CO.

DALLASTOWN, PA.

MANUFACTURERS OF

CIGAR BOXES & CASES

Dealers in Labels, Bands and Edgings

CAPACITY 15,000 DAILY

If It's Wood— We make them. Anything in Cedar, Veneer, Redwood and Imitation.

If It's Prices— We have them. Let us quote you on your need. Line up with a first class boxmaker for your 1923 requirements.

First Class Cigar Boxes Guaranteed

A DOG-ON GOOD 5¢ CIGAR

You cannot go wrong in handling all or any one of these brands as they are the leading 5 cent cigars.

We are the manufacturers who made it possible for you to buy exceptionally good 5 cent cigars.

EPCO and EPCO HAVANA FIVES
Genuine Sumatra Wrapped

East Prospect Cigar Co.

Manufacturers of "Cigars That Sell"

East Prospect : Pennsylvania

SOME TERRITORY OPEN FOR LIVE JOBBERS

THE SECOND INTERNATIONAL TOBACCO INDUSTRIES EXPOSITION WILL BE HELD AT THE 71st REGIMENT ARMORY, PARK AVE. AND 34th STREET, January 28th to February 2, 1924.

The National Exposition Company who managed the first Tobacco Show are starting a very active campaign to make the second show even bigger and better. They report that the following concerns have signed for the spaces designated:

H. Duys & Company	Space #54 with a reservation on spaces #60 and #55
Bobrow Bros.	" #59
Max Gans Sons, Inc.	" #56—west half
Frau and Pena	" #57
Durlach Bros.	" #78—south half
Porto Rican Tob. Agency	" #78—north half, also spaces #84 and #79
Hamburger Bros.	" #80—west half
Isidore Cohen	" #80—east half
U. S. Tobacco Journal	" #83
Cullman Bros.	" #90—with reservations for
International Cigar Mach. Co.	" #95, #96, #91, #92
Himoff Tob. Mach. Co.	" #89
Rochester Folding Box Co.	" #87
Connecticut Valley Leaf Asso.	" #85, #77
Cardwell Machine Co.	" #76
Josephson Bros.	" #75—north half
Miller, DuBrul & Peters	" #73, #65
Philippine Tob. Agency	" #63—north half
Adolph Frankau	" #61
Heywood, Strasser & Voight	" #53
World Match Co.	" #52
Peter J. Schweitzer	" #51
C. J. Waxelbaum	" #49, #50
F. E. Richardson & Co.	" #43
Selgas & Co.	" #1
Griffin Chokr Co.	" #2, #3
Tobacco	" #4
Alfred Orlik	" #5
Read Machinery Co.	" #7
Master Tobacco Pouch Co.	" #8

In addition to these companies actually signed, they advise that the entire section including spaces #66 to #72, inclusive has been definitely reserved, and contracts are pending with many other concerns which will take up over 50 per cent. of the remaining spaces, so it looks as though this year, every available foot of space on the big Armory floor will be taken.

One of the newcomers this year are Frau and Pena of Philadelphia and the Show Management states that at least five other Philadelphia cigar concerns have definitely put themselves on record saying that they will contract for spaces when next called upon in Philadelphia.

Considering the success of the last Tobacco Show, despite the fact of its smallness, gives every indication that the Second Tobacco Show will be a BIG SUCCESS.

The National Exposition Company state that they feel so confident of the success of the coming Tobacco Exposition that they are going to a big expense and are putting their entire organization behind the Show, and they assure us that before the end of the present month they will be able to announce many new big exhibitors.

Business Building

(*Continued from Page 18*)

ond, meanwhile doggedly smashing his way through difficulties.

"If business is not good the Go-Getter creates a new market. He discovers the oasis in the desert. He builds new railroads, finds new trade routes, discovers new continents, invents new engines or plays on human nature with a new key.

"He may be a merchant prince, or merely a gum peddler, but whether he is the one or the other, he goes and gets what he is after, and that is why he is a Go-Getter."

I had a most interesting talk recently with one of the higher executives of the store of the greatest retail merchant who ever lived. And he gave me some highlights of his character which add largely to the business knowledge I continually collect to benefit and interest my readers.

One of the great factors of this merchant was that he "dramatized" his wares. His store always teemed with merchandise that was Alive. That is, he had a way of arranging them, of displaying them, of price-carding them, so they attracted the real live interest of people and irresistibly appealed to them to buy.

He put imagination into his business, and he expressed this vision and imagination through the ornamentation and attractiveness of his store. In his imported French goods he gave them the splendor of royal settings and staged their display as "a highly artistic drama of correct and newest styles."

Now, suppose you, John Smith, proprietor of a dinkey little cigar store, developed your imagination and the dramatic possibilities of your business—why man, you would make a wonderful change in that store. It would attract as much and as pleased attention as a beautiful woman arrayed in all the beauty and effulgence of diamonds, silks and pearls, arranged to complement and supplement each other and multiply the charm and attractiveness of that most exquisite production of nature—a beautiful woman. Your store would stand out like Jupiter in the midnight sky, and trade would gravitate to it as bees gather around a blossoming apple tree in spring.

FISH HAD SWALLOWED PIPE

Five-Pound Catch in Maryland Also Yields a Herring

Seaford, Del.

Postmaster C. W. Jefferson, of Federalsburg, Md., in cleaning a five-pound rockfish found a 7½-inch French briar pipe two-thirds full of tobacco, and also a herring.

Amazed at his find, Mr. Jefferson called several friends in to see the curiosity. It is a common occurrence to find smaller fish in the stomachs of larger ones, but the postmaster and his friends are at a loss to know just how the rockfish happened to have the pipe in its stomach.

A. KAUFFMAN & BRO. INC.

YORK, PA.

ESTABLISHED 1893

MANUFACTURERS OF

CIGAR BOXES AND CIGAR BOX LUMBER

WE SPECIALIZE ON

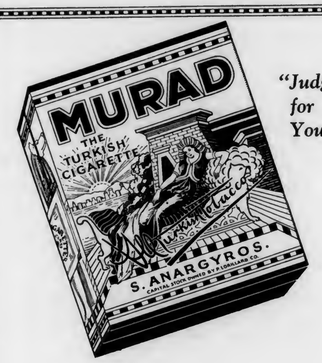
GOLD LEAF WORK

"BEST OF THE BEST"

Manufactured by A. SANTAELLA & CO.

Office, 1181 Broadway, New York City

FACTORIES: Tampa and Key West, Florida



"Judge for Yourself"

The world's most famous and largest selling high grade cigarette

Turkish Cigarettes contain no artificial flavoring and are therefore purer and better than other kinds of cigarettes. MURADS are made only of 100% Pure Turkish Tobacco of the finest varieties grown, and are appreciated and desired by smokers who demand the best the world has to offer in cigarettes.

Makers of the Highest Grade Turkish and Egyptian Cigarettes in the World

MURAD

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS.

LEVEL CLUB:—43,460. For cigars, cigarettes and tobacco. September 4, 1923, by F. M. Howell & Co., Elmira, N. Y.

SELECTED ISABELA SHORTS:—43,461. For scrap tobacco. September 5, 1923, by C. H. Hilbert & Co., New York, N. Y.

THE FIERY CROSS:—43,462. For all tobacco products. September 4, 1923, by the White City Cigar Co., Attica, Ind.

ANALIST:—43,463. For all tobacco products. September 4, 1923, by the American Litho. Co., New York, N. Y.

CHARING CROSS:—43,465. For cigars, cigarettes and tobacco. June 25, 1923, by the Moss & Lowenhaupt Cigar Co., St. Louis, Mo.

HOTEL HARDING DE LUXE:—43,466. For cigars. August 13, 1923, by the Christmas & Vital Cigar Co., Blanchester, Ohio.

OVERSEAS HIGHWAY:—43,467. For all tobacco products. August 27, 1923, by the American Litho. Co., New York, N. Y.

MID CITY SMOKERS:—43,468. For cigars, cigarettes and tobacco. August 11, 1923, by Barney Wolfberg, Chicago, Ill.

OAK PARK CLUB:—43,469. For all tobacco products. August 13, 1923, by The Moehle Litho. Co., Inc., Brooklyn, N. Y.

THE TWELVE BEST:—43,470. For tobacco manufactured in all its forms. September 7, 1923, by The American Tobacco Co., New York, N. Y.

HOLLYWOOD ATHLETIC CLUB, HOLLYWOOD, CALIFORNIA:—43,471. For all tobacco products. August 11, 1923, by George T. Frawley, Los Angeles, Calif.

SOUTHERN CALIFORNIA ATHLETIC AND COUNTRY CLUB, LOS ANGELES AND LAKE ELSINOR, CALIFORNIA:—43,472. For all tobacco products. August 11, 1923, by George T. Frawley, Los Angeles, Calif.

CUSTER BATTLEFIELD HIGHWAY:—43,473. For cigars. September 7, 1923, by John A. Sauer, Huron, S. D.

MANUEL GAYOSO DE LEMOS:—43,474. For all tobacco products. September 10, 1923, by The Moehle Litho. Co., Inc., Brooklyn, N. Y.

MISS TENN ARK:—43,452. For cigars, cigarettes and tobacco. August 27, 1923, by Edw. E. Weiss, Memphis, Tenn.

LA PECAN:—43,453. For cigars only. July 26, 1923, by J. R. Strauss & Co., Chicago, Ill.

LA FLOR DE RALPH L. STANLEY:—43,454. For all tobacco products. August 30, 1923, by the Ralph L. Stanley Cigar Co., St. Louis, Mo.

TRANSFERS.

GEORGIA ROSE:—35,558 (Tobacco World). For cigars, cigarettes and cheroots. Registered November 13, 1909, by Roper Wholesale Grocery Co., La Grange, Ga., transferred to J. D. Fuller Cigar Co., Mountville, Ga., August 22, 1923.

WILLIAM THE SIXTH:—29,370 (Tobacco World). For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Registered November 3, 1913, by the Cole Litho. & Printing Co., Chicago, Ill.; transferred to R. F. Hausen, Chicago, Ill., on August 30, 1923.

Q BO:—32,252 (Tobacco Leaf). For cigars, cigarettes, cheroots and tobacco. Registered October 1, 1906, by Rohde & Co., Cincinnati, Ohio; transferred to L. M. Crump Cigar Co., Cincinnati, Ohio, on September 1, 1923.

HAVANA KNIGHT:—19,518 (Tobacco Leaf). For cigars. Registered August 7, 1900, by B. H. Rohde, Cincinnati, Ohio; transferred to L. M. Crump Cigar Co., Cincinnati, Ohio, on September 1, 1923.

LA KURITA:—43,441 (Tobacco Merchants Association). For cigars, cigarettes and tobacco. Registered July 17, 1923, by F. M. Howell & Co., Elmira, N. Y.; transferred to Keystone Cigar Co., York, Pa., on August 31, 1923.

ELYSTONE:—20,692 (Tobacco World). For cigars and cigarettes. Registered August 19, 1910, by F. M. Howell & Co., Elmira, N. Y.; transferred to Keystone Cigar Co., York, Pa., on August 31, 1923.

POM-ROY:—40,540 (Tobacco Merchants Association). For all tobacco products. Registered February 10, 1918, by the American Litho. Co., New York, N. Y.; transferred to Al. J. Abrams, New York, N. Y., on September 4, 1923.

CIGAR PRODUCTION SHOWS SUBSTANTIAL INCREASE FOR FISCAL YEAR 1923

Withdrawals for Consumption

Cigars:	*Fiscal Year Ending June 30, 1922*	*Fiscal Year Ending June 30, 1923*
Class A—U. S.	2,285,333,690	2,692,264,025
P. R.	51,532,990	100,904,320
P. I.	100,600,816	228,056,346
Total	2,437,467,496	3,021,224,691
Class B—U. S.	1,660,764,580	1,644,900,913
P. R.	7,583,075	15,019,790
P. I.	7,548,025	4,686,370
Total	1,675,895,680	1,664,607,073
Class C—U. S.	2,525,740,254	2,637,229,049
P. R.	63,886,740	52,489,002
P. I.	887,936	1,404,631
Total	2,590,514,930	2,691,122,682
Class D—U. S.	116,815,007	119,477,245
P. R.	1,505,875	159,200
P. I.	3,910	2,475
Total	118,324,792	119,638,920
Class E—U. S.	32,530,808	34,149,627
P. R.	13,150	6,550
P. I.	713	4,022
Total	32,544,671	34,160,199
Total All Classes:		
U. S.	6,621,184,339	7,128,020,859
P. R.	124,521,830	168,578,862
P. I.	109,041,400	234,153,844
Grand Total	6,854,747,569	7,530,753,565
Little Cigars:		
U. S.	645,684,473	576,673,340
P. R.	12,409,100	16,952,000
P. I.	.....	.....
Total	658,093,573	593,625,340
Cigarettes:		
U. S.	50,041,805,753	60,860,115,960
P. R.	370,000	402,970
P. I.	699,120	1,486,317
Total	50,042,874,873	60,862,005,247
Large Cigarettes:		
U. S.	16,444,604	18,179,947
P. R.	270,000	384,500
P. I.	10,700	4,650
Total	16,725,304	18,569,097
*Snuff (lbs.)	38,597,950	39,862,314
*All U. S.		
Tobacco, Mfd. (lbs.):		
U. S.	368,563,368	382,539,213
P. I.	2,403	3,605
Total	368,565,771	382,542,818

CIGAR BOXES

Dependable service—Quality packages—to meet any requirement in the Wooden Containers for Cigars

The WOODEN package is the retainer of AROMA from Factory to Consumer

The Buckley Cigar Box Co., 24 Vine St., DESHLER, OHIO.

The Buckley Box Co., 1106 West Town St., COLUMBUS, OHIO.

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
WESTERN REPRESENTATIVE:
PAUL PIERSON
139 North Clark Street, Chicago, Ill.
Cigar Labels, Bands and Trimmings of Highest Quality

OSCAR PASBACH, Pres. J. A. VOICE, Secy. & Gen'l. Manager
PASBACH - VOICE
LITHOGRAPHING CO. INC.
ART LITHOGRAPHERS
GRAND STREET AND MORGAN AVENUE
BROOKLYN, N. Y.
CIGAR LABELS - CIGAR BANDS

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
2309 Russell Street Detroit, Mich.
Corner of Grattot Street
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

CIGAR BOX LABELS BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

SINCE 1870
CIGAR BANDS CIGAR LABELS
SPECIAL PROCESS
WM. STEINER SONS & CO.
257-265 W. 17th St. - New York City
Sole Distributors for New Model Cigar Banding Machine for Ungummed Bands

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

Dealers CAN NOW GET DILL'S BEST SMOKING TOBACCO THROUGH ANY REGULAR JOBBER
J. G. DILL CO.
RICHMOND, VA.
Manufacturers of HIGH GRADE SMOKING TOBACCO.

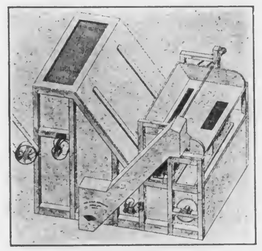
44
That Good Cigar
Nothing to do but enjoy ~ 44
Why 44 Smokes So Good!
Good!
Good!
Good!
Order by Number – 44
44
That Good Cigar
2 for 15¢
If it rained 44s
That Good Cigar
2 for 15¢
44
That Good Cigar
2 for 15¢
THERE are forty-'leven ways of winning friends for "that good cigar"—44. The "Consolidated" way is to make a Better Cigar and make it Better Known with Better Advertising.
CONSOLIDATED CIGAR CORPORATION
Hechscher Bldg 5th Ave. at 57th St.
NEW YORK

OCTOBER 1, 1923

VOLUME 43 NO. 19

THE TOBACCO WORLD

JOHN H. BAKER
SCRAP CUTTER
AND
SEPARATOR



A Scrap Cutter and Separator that really does separate

Write for descriptive matter and new price

Cigar Manufacturers Making Short Filler

CIGARS

Will do well to try our

Blended Scrap Havana Aroma

On the market since 1902

Twenty years giving satisfaction right along

HAS A FINE AROMA

CAN'T TELL IT FROM THE REAL HAVANA

Write for sample and price

Baker Tobacco and Cigar Machinery Company

YORK, PENNA.

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST. PHILA., PA.

WOODEN BOXES are better

Because They Display The Cigar to Better Advantage

A smoker likes to see the whole length of a cigar in a box. He wants to see what he is buying, to compare in size, shape, color, finish and workmanship with the other brands in your display.

and for these 5 other reasons:

1. IDEAL DISPLAY: Compact, varied and eye-catching window and counter displays are most easily gotten with Wooden Cigar Boxes. With a little imagination you can show all kinds of effects and combinations with Wooden Cigar Boxes. Wooden Cigar Boxes do not have to be juggled for striking displays; they only need to be arranged.
2. CONVENIENT: Practically all cigar store windows and show cases are particularly designed for the showing of Wooden Cigar Boxes. They permit the use of all the space. No space wasted. No time lost.
3. BETTER PRINTING: There is no comparison between Wooden Cigar Boxes and substitute containers when it comes to beauty of printing and lithography. You can do almost anything with wood, while the possible treatments of other kinds of packages are very limited.
4. PERFECT AGING: Cigars age normally in wood, retaining their natural aroma from factory to smoker.
5. NATURALNESS: Cigars are a vegetable product and belong in Wooden Cigar Boxes. Cigars from Wooden Boxes please the smoker most because the wood adds a mellowness and richness to the qualities with which the cigar has already been endowed by Nature.

Ask the manufacturer of Quality Cigars why he uses Wooden Boxes. He has learned they have no substitute.

THE BEST CIGARS ARE PACKED IN WOODEN BOXES

"BEST OF THE BEST"

OPTIMO CIGARS — VERY MILD — VERY MILD

Manufactured by **A. SANTAELLA & CO.**
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

"For Gentlemen of Good Taste"

SAN FELICE
2 for 15c

TWO GOOD CIGARS

EL VERSO
10c—2 for 25c—15c

THE DEISEL-WEMMER CO.
MANUFACTURERS - - LIMA, OHIO

LA PALINA
IT'S JAVA WRAPPED
CIGAR

The cigar with the universal taste appeal. Sales in every section of the United States prove that La Palina will permanently satisfy any man who enjoys a fine cigar.
La Palina advertising is making more La Palina Smokers every day. New factories are being opened to provide for the the increasing demand.
Are you getting your share of this La Palina business?
More than one hundred and fifty million sold yearly.

CONGRESS CIGAR COMPANY
Philadelphia

TRADE "JARSO" MARK

TRADE "JARSO" MARK — TRADE "JARSO" MARK

Sometimes need proof.
After Fifty Years of Use, The Wooden Box is Still the Best Container for Cigars.

MONROE JARRETT SONS
MANUFACTURERS OF
CIGAR BOXES
S. W. Cor. Randolph and Jefferson Sts., Philadelphia, Pa.

TRADE "JARSO" MARK

LA MEGA
Clear Havana Cigar
MADE-IN-BOND

LA MEGA is made only in the finer grades.
More than 50 shapes and sizes to select from.
Prices and terms cheerfully furnished upon application.

V. GUERRA, DIAZ & CO.
TAMPA, FLA.

A steady demand explains the reason why Bayuk Products are prominently displayed in so many stores.

After all nothing satisfies like a good cigar

BAYUK CIGARS, INC.
Originators of the
BAYUK INIMITABLE BLEND and BAYUK INCOMPARABLE BRANDS
PHILADELPHIA

New York, 119 Lafayette Street Phone Franklin 3166

STICK TO Cinco - IT'S SAFE

2 for 15c
everywhere

OTTO EISENLOHR & BROS. INC.
PHILADELPHIA —— EST. 1850

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

JESSE A. BLOCH, Wheeling, W. Va. .....President
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MAJ. GEORGE W. HILL, New York, N. Y. .....Vice-President
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ARTHUR WERNER, 51 Chambers St., New York City..Secretary and Treasurer

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

FOR SALE

FOR SALE—ONE COMPLETE SET NEWTON-STOAKES LETTERING PENS, with inks and complete instructions for making nifty show cards and price tickets. Absolutely new. Address Box 451, care of "The Tobacco World."

BUSINESS OPPORTUNITY

MODERN EQUIPPED FACTORY. Desirably located, State of Pennsylvania. Steam heated. Capacity 100,000 minimum, 200,000 maximum. Producing good workmanship. Scale of price right for 10-cent line. Actively operating at present with good organization. Rent reasonable. Further details on inquiry. Address Box 454, care of "The Tobacco World."

WANTED

WANTED—A POSITION AS SUPERINTENDENT. Twenty-seven years of experience as a manufacturer of cigars; hand, mold or suction. A man that knows how to get results. Address Superintendent, care of "Tobacco World."

SITUATION WANTED

A CAPABLE CIGAR FACTORY EXECUTIVE AGGRESSIVE with initiative and executive ability to handle large factory or factories, capable of starting chain of factories; will be open for position shortly. Address Box Z, care of "The Tobacco World."

The Tobacco World
Established 1881

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Harry Blum's
NATURAL BLOOM
QUALITY CIGARS

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

All successful men use the toasted process in their business!

THEY call it Efficiency. But it amounts to the same thing.

Because, stripped of its purely technical significance, the Toasted Process is efficiency by another name. It represents the last ounce of effort which, in all the productions of men, distinguishes the isolated examples of quality. Toasting the tobaccos in LUCKY STRIKE CIGARETTES adds 45 minutes to the cost of production, but it seals in the flavor.

And we would rather save the flavor than the time.

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Guaranteed by
The American Tobacco Co.
INCORPORATED

CHANGE TO THE BRAND THAT NEVER CHANGES

Announcing—!

The new Automatic Bunch-Making Machine for short filler cigars, from cut tobacco, now ready for distribution.

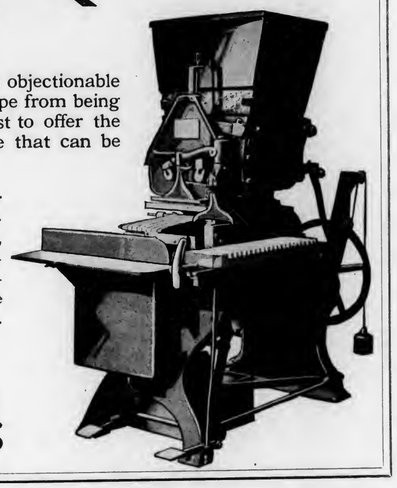
Years of constant experimenting and the elimination of those objectionable features which have prevented other machines of a similar type from being accepted by large cigar manufacturers, has enabled us at last to offer the only thoroughly practical full automatic bunching machine that can be secured today.

Quality Production

DUREX

Bunch Machine

A demonstration *in their own factory,* on an unusual "Safety First" plan, can be secured by manufacturers who have a capacity of 50,000 or more short filler cigars per day.



Write for descriptive booklet and information regarding our sales-service plan. A post card will bring it to you.

THE MILLER DUBRUL & PETERS MFG. CO.
CINCINNATI NORWOOD OHIO

YANKEE BUNCH MACHINE

SAVES 30% TO 40% ON BINDERS.
MAKES BUNCHES EQUAL TO HAND MADE.
PRODUCES MORE CIGARS AT LESS COST.
WORKS EITHER LONG OR SHORT FILLER.
INEXPERIENCED GIRLS QUICKLY TAUGHT.

Made in five sizes —4", 4½", 5", 5½", and 6" wide

Millions of nationally known brands are now being made in factories equipped with this machine.

The original cost is so small you cannot afford to buy any other machine.

American Box Supply Co.
2309 Russell St. DETROIT, MICH.

A Definite Aid to Increased Cigar Sales
IS THE
WOODEN CIGAR BOX

We offer a Quality Product Combined with Service

YORK CIGAR BOX COMPANY
COR. HOWARD & MASON AVENUES
YORK, PA.

La Flor de Sanchez Y Haya
THE OLD RELIABLE BRAND OF
CLEAR HAVANA CIGARS
Ignacio Haya
THE ARISTOCRAT OF
THE HAVANA FAMILY

MANUFACTURED BY
SANCHEZ & HAYA CO.
FACTORY No. 1 TAMPA, FLORIDA

Volume 43

THE TOBACCO WORLD

Established 1881

Number 19

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, OCTOBER 1, 1923 Foreign $3.50

EDITORIAL COMMENT

AS we enter the fall months, with its annual promise of improved business, the trade is again reminded of the Second Tobacco Industries Exposition which will take place January 28 to February 2 (inclusive), 1924, in the 71st Regiment Armory at Park Avenue and Thirty-fourth Street, New York City.

When a manufacturer sells cigars, he expects to do so at a profit; when the manufacturer advertises, he must expect the mediums used to make a profit; in fact, any business must operate at a profit if it is to continue to exist as a business.

The Second Tobacco Industries Exposition is being conducted with the hope of a profitable enterprise, but that will depend to a large extent upon the support received and the service rendered. In any event, credit must be given to this organization for conducting the first Tobacco Show in recent years, and for their willingness to assume the obligations that are involved in any exposition.

Aside from the fact that a vast volume of publicity accrues to the industry through the Exposition, the trade is brought together from all parts of the country, and we repeat that an essential factor in any industry is that the individuals meet once or twice a year, and discuss the problems which are common to all. And in addition the more intimate acquaintanceship is bound to result in more complete co-operation in the furtherance of common aims.

Anything that may possibly strengthen the industry and further advertise it, is indeed worthy of support until such time as it is proven that it is detrimental to the accomplishment of these aims.

The fact that the Tobacco Salesmen of the United States are actively co-operating in an endeavor to make this Second Tobacco Exposition an unqualified success is in itself a recommendation that must of necessity warrant the most careful consideration and at the same time the support of the entire industry.

WHILE the cigar business has shown marked improvement there can be no question but what there is still much to be desired from the retailer's viewpoint. The stimulus which the fall season always brings is with us and the factories, particularly those making advertised brands, are beginning to worry about production.

A discordant note is the recent heavy frost which hit the Wisconsin tobacco fields on the 12th and 13th of September, destroying a big percentage of the standing crop, and which also struck the Ohio fields a terrific blow. Other States suffered, but not so extensively.

With leaf tobacco at high prices, the destruction of a large percentage of the standing Wisconsin and Ohio crops spells still higher prices. The crops of other States that can be used for the purposes for which the destroyed leaf was intended, will naturally advance in value.

At a minimum, estimates indicate that the financial losses in Wisconsin and Ohio will run into four or five millions of dollars, while the economic loss cannot be calculated.

While prices have been firm and upward, the cigar industry has been hopeful that conditions would be such that there would be no need for advances in prices. This destruction of raw material sweeps away any such hope.

The five-cent cigar upon which so many have pinned their hopes to restore prosperity to the cigar industry seems to be out of the question if tobaccos advance as predicted.

The leaf situation is a matter for serious concern and it will probably be aggravated by speculation.

It will be well for the jobber and retailer to look carefully to their sources of supply and to prepare themselves for the seemingly inevitable step—an advance in prices.

PHILADELPHIA.

F. A. TOLHURST DIES SUDDENLY

The many friends of F. A. Tolhurst, who for more than a year represented the Tobacco World in Philadelphia territory, will regret to learn that he passed away suddenly on Wednesday evening. Mr. Tolhurst had been ill for a number of months and had not been active for some time. He apparently was improving and expected to again be calling on the trade in a short time.

Kidney trouble was the cause of his death. He was fifty-nine years old. He is survived by a widow and one son.

Services were held at his residence, 4235 Osage Avenue, Philadelphia, Pa., on Saturday afternoon, September 29th.

BAYUKS WILL HAVE NEW PACKING

The well-known "Philadelphia Hand Made" cigars will be displayed in a short time in a pocket package of five cigars to retail for fifty cents. It is anticipated that these new packings will prove popular with the trade. The pocket packs are put up in a carton of ten packs, and a counter-display card is also included.

Harry Bayuk, son of Samuel Bayuk, was married last week to Helen A. Jesior, at Elkton, Md. The marriage was a surprise to the parents of Mr. Bayuk, but he has the good wishes of all his friends in the trade.

Recent visitors to the Bayuk factory, at Third and Spruce Streets, include Jacob C. Baum, of Jersey City; Bernard C. Wagner, of Peoria, Ill., and I. Goldberg, of Coatesville.

CORAZA PRESIDENT RETURNS FROM TRIP

Howard F. Pent president of the Coraza Cigar Company, Seventh and Cherry Streets, manufacturers of the "Marshall Field," a Java-wrapped cigar, returned from an extended trip through Pennsylvania and Ohio last week and reports a very promising outlook for his brands throughout the territory visited. The Coraza Factory is working to capacity, with many weeks' orders booked ahead.

NEW CIGAR STORE FOR MIDDLETON

A new and up-to-date cigar store has been opened at 1211 Walnut Street, by John Middleton, the well-known tobacconist. John Middleton's store is famous throughout the country for its fine display of pipes and smoking tobaccos, and the new store will maintain this high standard of quality and service.

SCHULTE OPENS NEW STORE

A fine new store has been opened by the Schulte Cigar Stores Company at the southwest corner of Market Street and Delaware Avenue, just opposite the entrance to the Pennsylvania Ferry. This corner has been the stand for several cigar stores at different times within the past few years and was last occupied by a drug store. The new Schulte store was opened on September 24th as per schedule and is doing a nice business, with the same prices and service as in the other Schulte stores in this city.

A LARGE PHILADELPHIA CIGAR COMPANY

A large Philadelphia cigar company has given the port of Philadelphia Ocean Traffic Bureau assurances that in the future they will have shipped direct to this port all the tobacco used in their product grown in Porto Rico. What this means to the port is not a few small shipments on each vessel but large volume annually. Officials of the bureau believe that the influence of the larger company in bringing its consignments to this port will in a great measure influence other companies using smaller quantities now being forwarded to this city via New York.

GET THIS "BETTER RETAILING" BOOKLET

One of the most interesting booklets in recent years on the subject of retailing has been issued by the National Cash Register Company. This booklet contains almost one hundred pages and deals with practically every problem that the retail dealer has to meet, from the figuring of mark-up and rate of profit to methods for making people want to trade with you.

This booklet has a message of importance to every tobacconist in the country, and it will be no waste of postage to write the Merchants' Service Department, National Cash Register Company, Dayton, O., and request a copy of this book. And it will be dollars in the retailer's pocket to read and study carefully the fifteen or sixteen chapters in this book devoted to the problems of the retail merchant.

AUGUST CIGAR PRODUCTION

Complete figures showing the production of cigars for August, 1923, as compared with August, 1922, have just been received and will be published in our next issue. The figures show a decrease in the production of cigars of approximately 25,000,000 for domestic, 1,000,000 for Porto Rican, and 1,500,000 for Manilas consumed in the United States.

NOW AN UNBREAKABLE CIGAR

Bethlehem, Pa., September 13.

Carrying about a cigar in the pocket without fear of breaking it under ordinary conditions is a cherished dream of every smoker. After a whole year of research two professors of chemistry at Lehigh University, James S. Long and Henry Ullman, have just completed experiments making this a reality.

The Lehigh professors concentrated their attention on the binder of the cigar which is its main strength. The binder holds the filler and is immediately beneath the wrapper. It was found that tobacco stems which are left over after the tobacco leaf is stripped and which are thrown away by most cigar manufacturers would make a very tough paper-like material resembling a tobacco leaf when rolled out on a paper pulp machine. To preserve its tobacco odor a liquid pressed from tobacco leaves was mixed with it when it was rolled out. This served as a very desirable binder but could not be used in the cigar because when smoked this substance would give off a burnt paper odor.

It was the problem of the chemist to remove the burnt paper odor of the binder when the cigar was smoked and to substitute the original tobacco odor. Removing of the obnoxious odor could not be effected by any mechanical means such as creating a draft through the cigar; it had to be done chemically. This was not only a chemical but also a legal problem, for the law will permit the use of only a limited number of chemicals in a cigar. After numerous trials extending over the greater portion of a year the substance made from the tobacco stems was so treated chemically as to make a perfect binder. Hence the unbreakable cigar.

BLASTING FROST HIT ONTARIO CROP

The blasting frost of the 12th and 13th of September struck a heavy blow to the tobacco crop in Ontario Province, Canada, it having been twenty-five years since a killing frost came at so early a date.

The Burley and Virginia flue-cured crops were estimated at about 12,000,000 pounds. The 7,000,000 pound Burley crop has been reduced at least one-third while the Virginia flue-cured estimated at about 5,000,000 pounds will not net more than half of that amount.

The growers had taken extra pains to produce a good crop and experts were brought from North Carolina to help harvest the leaf. The portion of the Virginia crop housed before the frost shows high color and excellent texture. The loss will far exceed $1,000,000, according to estimate.

About 1,000,000 pounds was grown on Pelee Island in Lake Erie, this year, and reports indicate that this crop was not affected by the frost at all.

ADVANTAGES OF BEING POOR

You can wear out your old duds.
You are not bothered with formal callers.
You don't get a raft of begging letters.
You are not spoiled by flattery.
You don't have to live beyond your means.
You are not kept awake worrying over the help problem.
You never worry lest your chauffeur is joy riding in your new car.
Finally, if you have a true friend, you are apt to find it out.

LAY TOBACCO FEAR

Scientists Prove Smoke Not Dangerous Because of Poison Gas

Milwaukee, Sept. 12.

Tobacco smoke is far less deadly in carbon monoxide gas than scientists of the past have alleged.

That is the opinion expressed by three investigators of Pittsburgh before the semiannual meeting of the American Chemical Society here today.

Investigators in Pittsburgh placed three subjects in a nonventilated room of 1000 cubic feet capacity. For two hours the subjects smoked cigars, cigarettes, stogies and pipes. The smoke was four to six times more concentrated than would be permitted under ventilated-room conditions, the eyes of the smokers being protected by goggles.

The investigators reported that carbon monoxide saturation of the blood was not greater than 5 per cent., even in two subjects who each inhaled the smoke of twenty cigarettes.

In concluding their report the experts stated the tests showed the concentrated smoke does not enter the lung tissue cell.

Current Business Facts

Winnipeg.—The string of tobacco stores operated by the United Cigar Stores of Canada, Limited, has been purchased by the United Cigar Stores of the United States, it was stated today. The amount involved was said to be close to $1,000,000. The American corporation has operated stores in many Canadian cities under the name of "Service Tobacco Shops."

Atlanta, Ga.—The new Tobacco Tax Bill has been signed by Governor Walker, which places a tax of 10 per cent. on the sale of all cigars and cigarettes in the State of Georgia, but the dealers and jobbers intend to take the case to court before submitting to this new tax, which is considered an outrage and which will no doubt tend to swing trade to other states, from cities and towns along the border.

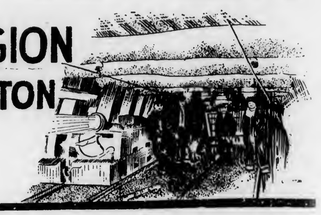
Decision of the United Cigar Stores Company to increase the dividend rate on the junior shares to $3 quarterly as against $2, was prompted by improved earnings outlook. It is expected in the current year that the net income will aggregate $4,359.000, an increase of $1,000.000, or nearly $15 on the common shares, considerable holdings of which are in this city.

Pittsburgh, Pa.—A. Ruben and Company, distributors of Bayuk products in this city, have merged with the Federal Tobacco Company, and the business formerly done by the two concerns will now be done all in one building at 644 Grant tSreet.

A dividend of 3 per cent. on the common stock and 1¾ per cent. on the preferred stock has been declared by the Geo. W. Helme Company, payable October 1st to stockholders of record September 17th.

Cigar box factories in Philadelphia report a fine volume of business at this time, but are having difficulty in obtaining experienced hands to work in the factories.

THE ANTHRACITE REGION
WILKES-BARRE SCRANTON HAZELTON



Wilkes-Barre, Pa., September 25, 1923.

IT is with regret that we see the passing out of Wilkes-Barre of one of our best friends, James B. Pace, who was the representative of Dusel, Goodloe & Company, for their well-known brand, "Blackstone," and others. Mr. Pace is taking a bigger position with Waitt & Bond, the "Blackstone" manufacturers, in being their general representative in a much larger field. I will say in a few words that Dusel, Goodloe & Company are losing a good man, but Waitt & Bond can feel safe in getting a man like Jim, as he is always "on the job." We all wish him good luck.

Francis V. Williams is still sticking his "Stick to Cinco" signs on all windows in Luzerne County and surrounding towns, and Francis, as he is called, is the best man that Eisenlohr's has had around here in some time.

The "Marshall Field," a Java-wrapped cigar, is gaining a big hold in Wilkes-Barre. It is manufactured by the Coraza Cigar Company, in Philadelphia.

The Wilkes-Barre Cigar Company, general jobbers for Bobrow Brothers' cigars, "Topic," "Aristocrat" and "Bold," is certainly putting these brands over big for the above concern. Myer Abelson can be given a lot of credit for his work. He has eight or ten men on the go all the time and they are all workers.

William G. Ziegler, the popular owner of the well-known Orpheum Smoke Shop in good old Wilkes-Barre, is slowly but surely regaining his health after a six months' illness with rheumatism. All his friends are glad that he is back at work again.

What is the matter with Harry Blum? If he had a live jobber in this region he could sell a lot more of his well-known cigar, "Natural Bloom."

Emil Ziegler, manufacturer of cigars, is about the only man in Luzerne County who manufactures his own cigars any more. Besides making his own good cigars, he has his cigar case full of all the popular brands. He aims to please all.

Milton B. Marks, formerly manager of the Colombo Cigars, on the Square, has resigned his position to take a job with the G. G. Balch Company, of Pittsburgh, Pa., selling their well-known brands of syrups. Milt says, "Try my Orange, Grape and Loganberry. It's some drink."

Alexander-Wills Company is the distributor of the "Della-Casa" cigar in this region. They are putting this cigar over big and it should prove a winner in a short time.

McManus & Dailey, of the corner cigar store, are doing a big business for a small stand. They are two live boys.

Edward Stroud, president of the Star Tobacco Company, has taken over the distribution of Waitt & Bond's "Blackstone" cigar. With this good cigar and all the advertising it has received, he sure has a winner. It's the only Havana cigar, Sumatra-wrapped, they have in stock and should prove a big addition to their already large line of big sellers.

Bayuk cigars are all a big seller in Wilkes-Barre and surrounding towns. They sure did get a live jobber in the Scranton Tobacco Company. They have all their cigars placed in all stores, fruit stands, hotels and nearly all places where cigars are sold.

Sam Lewis was a recent visitor in Wilkes-Barre in the interest of Cressman's "Manuel" and their "Counsellor" brand of cigars.

Now that the coal strike is over, and the miners back at work, loading their coal, we are all looking for a big winter and lots of business in the coal region.

The coal fields are known as the pipe fields. We can readily say that there are more pipes sold in the coal fields than any other place we know of. One of the most popular sellers is the W. D. C. line and for a good smoke there are none better than their "Milano" line.

One of the smallest cigar stores, the Hallway Cigar Store, is doing one of the biggest businesses in town. Hefferman & McGinty are the owners. Their store is an eight-by-twelve one, but you can get anything from a five-cent cigar to a twenty-five-cent one, and from a nickel cob to a $25 one. Go to it, boys!

"Diamond Bill" sez: "Say 'Thank you' to every customer, large or small sale, and watch your sales grow. The word 'Thank you' don't cost you anything, but means a whole lot."

"Diamond Bill" will have a wordly saying in every issue of this well-known paper, THE TOBACCO WORLD. Look for it in every issue.

Abe Unterberger of the Alexander-Wills Company recently got married and now says that he is in the put-and-take game.

One of the most pleasing salesmen in Wilkes-Barre is Harry J. Richards, of the Orpheum Smoke Shop. Harry, as he is known, is there with his little joke and knows his trade, and that counts a lot these days.

Smith Brothers' Cigar Store, on East Market Street, is one of the finest-conducted stands in this region. One of the old reliable kind where you get a dollar's worth for every dollar you spend.

There is one thing in particular that "Diamond Bill" has to say, and that is that we are against our local and out-of-town jobbers selling any kind of merchandise, from one package of tobacco, box of cigars carton of cigarettes, or a pipe, to any individual who is *not* a dealer, but just an ordinary person. They don't ask him any questions, only sell him his merchandise at their price (wholesale), and where does the retailer get off if they persist in keeping this stuff up.

They, the jobbers, live from the retailer and not the individual, but the retailers live from the individual, as they cater to all classes of people, and, be-

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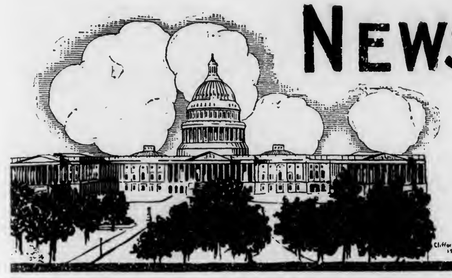


NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

WASHINGTON, D. C.

DECREASE in activity among manufacturers of cigars and cigarettes and smoking and chewing tobacco throughout the United States during the month of August as compared with the month of July is indicated by a report on labor conditions in the two industries just issued by the United States Department of Labor.

Reports from 153 establishments engaged in the manufacture of cigars and cigarettes show that 28,780 persons were employed during August of this year, against 29,620 employed during July, a decrease of 2.8 per cent. during August. The payroll in these establishments for one week in August was $476,059, against $528,695 in July, a decline of 10 per cent. Reports from twenty-nine establishments engaged in the manufacture of chewing and smoking tobacco indicate a reduction of 5.7 per cent. in employment during August as compared with the previous month, 3650 being employed during August, against 3871 during July. The weekly payroll showed a decrease of 7.8 per cent., being $54,428 during one week in August, against $59,033 during one week in July.

Compared with the same period one year ago, the employment in 100 establishments engaged in manufacturing cigars and cigarettes showed a decrease of 11.5 per cent. during August of this year, and the weekly payroll decreased 16.8 per cent. Six establishments engaged in the manufacture of chewing and smoking tobacco, however, reported an increase during August of this year of 7.5 per cent. in employment, and an increase of 18 per cent. in payroll as compared with a similar period during August, 1922.

Per capita earnings during August, 1923, in the tobacco, cigar and cigarette industries decreased 7.3 per cent. as compared with July, 1923, and 6 per cent. as compared with August one year ago.

Of 113 reporting establishments engaged in the manufacture of cigars and cigarettes during the month of August, 58 per cent. were operating on full time, 35 per cent. on part time, and 6 per cent. were idle, while of twenty-five establishments engaged in the manufacture of chewing and smoking tobacco, 80 per cent. were operating on full time, and 20 per cent. on part time, none being idle.

General employment figures for the United States collected from 6589 representative establishments in fifty-one manufacturing industries indicate that during August there was a decrease of two-tenths of 1 per cent. in the number of employees, as compared with July, an increase of nine-tenths of 1 per cent. in the average weekly earnings, and an increase of seven-tenths of 1 per cent. in the total amount paid in wages. Compared with August one year ago, 2593 establishments in forty-two industries show an increase during August, 1923, of 15.2 per cent. in the number of employees, an increase of 27.8 per cent. in the total amount paid in wages, and an increase of 11 per cent. in the average weekly earnings.

The International Federation of Commercial Travelers' Associations, representing nearly three-quarters of a million traveling men, has asked the United States Supreme Court for permission to intervene in the case brought by the Interstate Commerce Commission against some fifty railroads to enforce its order providing for the sale of non-transferable, interchangeable scrip coupon tickets.

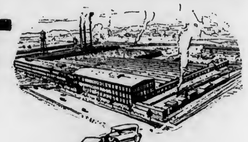
The motion filed by the Federation asserts that it is of vital importance to American industry as a whole that the tickets should be issued, and that as the traveling men it represents are important users of railroad facilities, they should be represented in the case. The Interstate Commerce Commission issued its orders early in the year, but was unable to put them into effect as a result of an injunction issued by the Federal District Court of Massachusetts on petition by the railroads. The Interstate Commerce Commission immediately carried the case to the Supreme Court, and an effort will be made to have it heard and decided during the coming fall term.

An extra session of Congress, primarily to consider agricultural problems, will be urged upon President Coolidge by bankers and business men. Members of the farm bloc in Congress already have asked the President to call an extra session, and the cabinet of recent weeks has been giving a great deal of consideration to the plan.

One of the remedies suggested for the agricultural difficulties is reduced freight rates for farm products. Whether the railroads generally can stand much of a cut in those commodities is questionable, but if any cuts are made, it is feared that they would be followed by petitions from manufacturing industries for similar relief.

(*Continued on Page 16*)

DETROIT



Detroit Prosperity Continues—Many Anniversary Sales Now in Progress—Colonel Moulsdale Visits the City —Benoni Gibson Killed in Holdup—Retail Druggists Hold Annual Barbecue With Joe Muir as Master of Ceremonies

Detroit, Mich., September 25, 1923.

DETROIT banks published statements as of September 15, reflect the wonderful prosperity of the city. The increase of nearly $58,000,000 in deposits in Detroit banks during the last year, shows a development of business of wonderful proportions. Savings deposits reflect the prosperity of Detroit's citizens generally, in the addition of nearly three million dollars a month in savings deposits alone. There is no better barometer of business conditions than the position of the banks, both with respect to trade and the manufacturing industry.

The cigar industry is reported along the lines of prosperity that all other business is enjoying at the present time. Many factories are reported to be working to full capacity and still behind in filling orders. The box manufacturers and lithographers say business was never better and that their plants are running on full time, and there are reported rumors that there will be a shortage of boxes for the holiday trade. Many of the local factories have already doubled their standing orders in anticipation of the shortage that is predicted.

Many of Detroit's leading mercantile houses are holding anniversary sales and the stores are packed with shoppers. Crooks from all over the country have heard of these great sales and have flocked here. At present Detroit is flooded with shoplifters, pickpockets and other crooks who prey upon the retail stores. Drug stores and cigar stores are also having an epidemic of holdups, the thugs using the artillery with deadly effect.

Sid (Admiration) Cahen, of E. Regensburg Sons, manufacturers of the well-known "Admiration" cigar, was on the list of out-of-town visitors, who signed the TOBACCO WORLD register, at Bert Johnson's.

Colonel D. H. Moulsdale, representing Factory No. 1, of Sanchez & Haya Company, Tampa, Fla., manufacturers of "Ignacio Haya" and "La Flor de Sanchez Y Haya," the old reliable brands of clear Havana cigars, has been in our midst looking after the holiday orders. The Colonel had his usual line of chatter and many funny stories up his sleeve, which he sprung at the opportune time. He says business is fine and has no complaint the way the orders are coming into his factory.

Samuel Zinberg, of the House of Comoy, London, Eng., was a recent visitor to the City of Detroit. Sam informs me his line of pipes is growing more popular daily in every section of the country. The Watkins Cigar Stores Company is the exclusive agents for the "House of Comoy" in Detroit and vicinity.

James McMahon, of the Consolidated Cigar Corporation, was here last week conferring with Claude E. Howell & Company, local distributors of the Consolidated brands. Frank Horning has been doing some very effective work on "Dutch Masters" with the sales organization. According to the reports from Jim and Frank, the Consolidated brands are doing very fine throughout the Wolverine State.

E. J. (Mannie) Boutette, proprietor of the Hammond Building cigar stand, has returned from a ten days' vacation spent at Montreal, Canada. The "straw hat boy," as Mannie is known to the hundreds of his customers, says the big city is a wonderful place. The amber fluid is only FIVE cents per glass, and Scotch of the old vintage is FOUR FORTY per.

Benoni Gibson, druggist, of 1500 Pallister Avenue, was instantly killed in his store late Saturday night (September 15th) after his desperate attempt to slug with a billy one of the two holdup men who entered his store while he was counting up the day's receipts. After the fatal shooting, the thugs escaped in an automobile with the spoils of $50. Mr. Gibson is survived by his widow, Mrs. Arilla A. Gibson, and five children.

J. B. Thatcher, president of the American Box Supply Company, left last week for Montreal, Canada, where he will spend several weeks visiting his company's representatives throughout the Dominion.

The Detroit Retail Druggists Association, held their annual barbecue at the Detroit Creamery Farm (Mt. Clemons) on Wednesday, September 19th. There were lots of pill rollers present, who had oceans and oceans of fun, with the many games and stunts that were pulled off. The cigar fraternity was well represented, jobbers, salesmen and factory men were much in evidence, and oh, my! what fun we did have. Ask Harley Davidson, he knows. Joe Muir (Swift Cigar Co.), was master of ceremonies. As a barbecue fixer, he is second to none. He had prepared plenty of eats and drinks for everyone, the roast ox was brown and juicy, the corn was sweet and the other fixings were fit for a king. "Bill" Thornton (Claude E. Howell) was the proud leader of the band, and maybe he wasn't some proud, ask "Rocky" (E. C. Kinsel Drug Co.), he knows. Brands of smokes furnished gratis by the factory men were, "Swift," "Personality," "La Palina," "El Verso," "San Felice" and "Blackstone." To say everybody had a jolly good time is expressing it mildly, it was a howling success from start to finish.

Mr. E. Popper and Sam Adler, of E. Popper &

(*Continued on Page 24*)

"GOOD CIGARS" come
"SIGNED, SEALED and DELIVERED"
in "SPANISH CEDAR BOXES"

The special properties and adaptability of "SPANISH CEDAR" for Cigar Containers are definitely fixed and universally recognized, and their use is a direct invitation to the Smoker's confidence that the Cigar he is about to buy will be as good as it was made, and better by as much as all good Cigars become better when packed in

"SPANISH CEDAR"

The problem of finding the "right package," which presents great difficulties to many important industries today, was solved for the manufacturer of Good Cigars long ago; so long, in fact, that the "Spanish Cedar Box," which is his solution, has come to be accepted as the Seal of "Good Quality."

No substitute at any price will serve you as well.

After all nothing satisfies like a good cigar

Especially from a CEDAR Box

(*ADVERTISEMENT*)

CIGARS
BUSINESS BUILDING
BY A TRAINED BUSINESS MAN AND ADVERTISER
WRITTEN ESPECIALLY FOR THE TOBACCO WORLD BY A.E.P.
ALL RIGHTS RESERVED

"WELL, now that you have me what are you going to do with me?" said the bride to her new husband. In like manner I ask the same question of the tobacco fraternity in regard to the slogan which was so recently adopted.

AFTER ALL, NOTHING SATISFIES LIKE A GOOD CIGAR.

There is your slogan, and I respectfully reiterate the question as to what you are going to do with it.

If you propose to have it framed and hung on the wall, like a picture in a house, and let it go at that, why, the slogan will do about as much work as does a picture.

Put the slogan at work and it will be mightily useful. Paint it on your window, your delivery wagon, print it on your stationery; have rubber stamps made of different size and stamp it on wrapping paper; advertise it in your newspaper and circulars, and talk it with the silvery accents of that eloquent tongue of yours.

If every dealer would do this it will soon become so impressed on the minds of the people that it will bob up in their thoughts many times a day and just literally compel them by its silent and subtle influence to buy a good cigar because "Nothing satisfies like a good cigar."

Think, too, how the trade will become united and welded into a single unit by all using and advertising the same slogan. It will form a sort of brotherhood, and this will lead to a wonderful strengthening of the various associations of the trade, and with strong associations the trade will prosper greatly. For this is the day of co-operation and teamwork in all lines of human endeavor, and the closer the co-operation the more the benefit to the individual members.

The writer of this department has in his hands two large, beautiful and fragrant verbal bouquets. He will hand one to himself—the smaller one, of course—and will gracefully present the other to the tobacco journal which has labored most assiduously towards the adoption of a slogan for the tobacco trade.

The writer, and THE TOBACCO WORLD, started the ball a-rolling, and the other journals with their great influence, and with the most commendable vigor and enthusiasm, carried it on to a successful termination.

This is the second slogan—one in another line of business—which the writer has put across, and when you consider the tremendous amount of steam required to interest, enthuse and move to action thousands of men scattered over the whole country, you will, I am sure, agree that it is no slight task.

The writer therefore stretches out the hand of congratulation to New York, and says: "Shake, pard, and shake heartily. My idea of a slogan would have died a-bornin' had you not come to the rescue with energy, enthusiasm, earnestness, and a grim resolve to stick till victory crowned your efforts. You woke up dealers, corporations, associations. You explained the great value of a slogan until their eyes were opened to see the same, and then you overcame the great inertia which resides in all bodies until activity was aroused and the slogan was born."

But the good work should not cease here. A great campaign of education should be conducted until every member of the great tobacco fraternity is so filled with the slogan and its value that he just can't keep from talking it to everybody, even in his sleep; and printing it on his stationery, painting it on his signs and wagons and thus letting it tell its little tale of cheerfulness to all the peoples of the great wide world.

So mote it be.

Of course you know that the exhaust from the engine of your auto is injurious, and even deadly, to breathe. It is carbon monoxide. And tobacco smoke contains this carbon monoxide—a little, a very little.

The Bureau of Mines recently made a practical test of this. Three men were confined in a closed room. They puffed merrily for over an hour at every variety of cigarette. Then they switched off to cigars for an hour, and smoked as though on a hurry job of piecework. Then they devoted an hour to pulling on their Jimmy pipes, filled with various kinds of tobacco. At the conclusion of their work that room contained some smoke. One could not see across it, and it could almost be cut with a sharp knife.

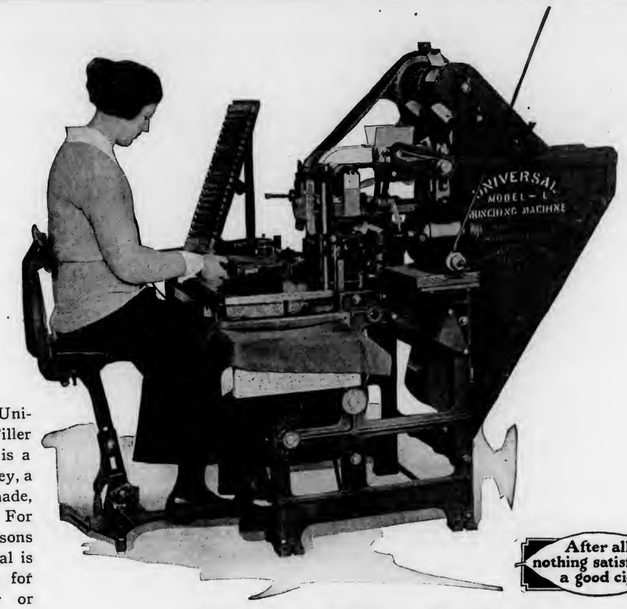
Samples of the atmosphere, and blood samples of the smokers, were then taken for analysis. The amount of carbon monoxide in the air was negligible, being less than one one-hundredth per cent. It wouldn't do any harm to anyone. Careful tests of the three subjects showed that no harm had accrued to them in any way.

And that's that. No matter how dense the smoke in a room, it ain't pizen. So says the U. S. Bureau of Mines—and they know.

A certain artist makes a specialty of painting "still life"—such things as boxes on the sidewalk, furniture in a room, articles lying on a table, a pile of cordwood in a yard, and such.

And I was thinking of you and your window dressing while looking at his works.

(*Continued on Page 23*)



After all nothing satisfies like a good cigar

THE Model L Universal Short Filler Bunch Machine is a saver of time and money, a guarantee of finely made, good smoking cigars. For the following ten reasons the Model L Universal is highly recommended for working short filler or large size scrap tobacco:

1. Straight or shaped work, both well done.
2. Makes right or left hand bunches perfectly.
3. Uniform size and weight of bunches assured.
4. A very substantial saving in labor cost.
5. Handles scrap or short filler of unequal sizes.
6. A long, even rolling for better smoking qualities.
7. Damp or dry tobacco handled with equally good results.
8. Low cost of upkeep; does not easily get out of order.
9. The easily, adjustable weighing scale meets all requirements as to changes in sizes of tobacco and weather conditions.
10. Fluffy filler because the tobacco is lifted from a hopper—a decided improvement over the gravity method of feeding.

The Model L Universal Short Filler Bunch Machine

Price $500

Complete With Folding Chair and ⅛ H. P. Motor

A specially designed folding chair goes with the Model L Universal Short Filler Bunch Machine. Complete satisfaction for both manufacturer and operator goes with it too.

Motor furnished to be AC 1/6 H. P., with wood base and wire connection (our Standard), 110 or 220 volt, 60 cycle, single phase; or DC 1/6 H. P. with wood base and wire connection (our Standard), 115 or 230 volt.

Motors varying from these specifications are special Motors and subject to our prevailing prices

Price F. O. B. (Ex Works) Factory, Newark, N. J., U. S. A.

Universal Tobacco Machine Co.

116 West 32nd Street, New York, U. S. A.

Factory: Newark, N. J., U. S. A.

Exhibit Your Line at the

Tobacco Industries Exposition

January 28 to February 2, Inclusive, 1924

71st Armory, Park Ave. and 34th St.
New York City

"THE PLACE WHERE YOU WILL FIND EVERYONE YOU WANT TO MEET"

For further particulars, address or phone

THE EXECUTIVE COMMITTEE OF THE

NATIONAL EXPOSITION CO., Inc.

Hotel McAlpin, New York City **Telephone, Pennsylvania 5700**

News from Congress

(*Continued from Page 11*)

Membership in the American Federation of Labor today is lower than at any time since 1918, according to figures which will be made public this week at the annual convention of the American Federation in Portland, Ore. At present the taxpaying membership numbers approximately 2,926,468, as compared with 3,195,635 a year ago, and 4,078,740 in 1920, when more workers were unionized than at any other time in the history of the federation.

No cause is attributed by officials of the federation to this decline in membership but it is commonly understood to be the result of changed economic conditions and the dissatisfaction which is felt by many workmen with the manner in which organized labor conducts its affairs. Several unauthorized strikes and unsettled conditions generally throughout the union world are believed to be responsible for much of the defection from the ranks of organization.

The entire question of express rates will be reinvestigated in the near future by the Interstate Commerce Commission as a result of a petition filed by the American Railway Express Company and the Southeastern Express Company.

The question of express rates was considered last winter at a series of hearings held in Washington and other points throughout the country by the Interstate Commerce Commission, and a decision was expected in the near future. As a result of the application filed by the two express companies, however, the case has been reopened, although no date has yet been set for further hearings. The application filed by the express companies is understood to have asserted that conditions now prevailing were different from those existing at the time the case was originally brought up and that it was desired to introduce further testimony which would have a direct bearing upon the commission's decision. It is understood that the Express Company feels that the demand of the railroads for greater remuneration for carrying this matter could not be met out of their receipts if express rates were lowered, and, in fact, application was made some months ago for permission to increase rates generally.

It is the contention of the shippers who were represented at the hearings that the present rates are as heavy as business can bear, and that unless rates are lowered, some better service should be given, including the extension of the pick-up and delivery service to large cities which do not have that privilege at the present time, and quicker transportation between points of expedition and delivery.

$10,000,000 TOBACCO CROP

Lancaster, Pa., September 18.

A $10,000,000 tobacco crop was forecast today for Lancaster County.

The figures were based on the acreage and the fact that the first sale of the year, reported today, was slightly higher than prices received last fall.

The first sale was reported by John Long, of Oreville, who obtained 26 cents per pound for tops and 5 cents for fillers.

Twentieth ANNIVERSARY

A Unique Record

Not another cigarette that was popular when Fatima was introduced, over twenty years ago, has a big national sale today.

Fatima has out-distanced them all, maintaining its sales-leadership over all other brands at or above its price. This record marks it as the most skillful blend in cigarette history.

Today Fatima is everywhere recognized as the one cigarette of really exceptional quality at a reasonable price.

FATIMA

LIGGETT & MYERS TOBACCO CO.

"There's *something* about it youill like"

FALK TOBACCO CO.

44 WEST 18TH ST., - NEW YORK CITY

DuBRUL OFFERS SPLENDID SUGGESTION

The following letter was addressed to Mr. Charles Dushkind by C. J. DuBrul, president of the Miller, DuBrul and Peters Manufacturing Company, of Cincinnati, Ohio. This letter was written after Mr. DuBrul had read an article in the *New York Herald* stating that the tobacco habit is a curse and a menace to the world. THE TOBACCO WORLD heartily endorses Mr. DuBrul's suggestion.

My dear Mr. Dushkind:

I was greatly interested in reading the attached letter, which appeared in a recent issue of the *New York Herald,* not so much because of the obvious propaganda of the anti-tobacco interests, but because the writer of the letter, consciously or otherwise, has touched upon the only thing that can help to cause another prohibition amendment—one against tobacco.

While, of course, his inferences to a great extent are the exaggerated expressions of a professional reformer, and he has resorted to the ever-useful plan of introducing staggering figures to carry his point, at the same time he sounds a warning that everyone interested in the furtherance of the tobacco industry, and the suppression of unfavorable propaganda and legislation, can well give ear to.

I refer to his statement: "No indulgence ignores the comfort of the rest of the world so completely as tobacco. No habit makes its victim so indifferent to the rights of others." There lies a real menace to the peace and comfort of the tobacco industry in these United States of America.

Statistics indicate that a large percentage of summer fires are caused by the careless smokers who throw their finished butts or matches out of open windows, to light on and ignite awnings below them.

Everyone is familiar with the man who is so careless of the rights and comforts of others as to smoke in crowded elevators.

Large hotels are compelled to keep constant watch on the smokers in the lobbies, who, when they have finished their smokes, carelessly toss the remnant of their cigar or cigarette into the nearest waste paper basket, on the floor covering or the hardwood floors themselves. Also the brainless individual who burns holes in the table and bed linens.

If anti-tobacco legislature ever does become an actuality in this country, the smokers can blame only those members of their fraternity who through their carelessness and complete disregard of the rights and comforts of others, brought it about.

I would like to paraphrase that splendid slogan of the American Automobile Association: "Drive with Consideration," to make it read: "Smoke With Consideration," and see it given national prominence in every possible way, where it can reach the smoker, and drive home its message of warning. Retailers could display it in their stores; it should have a place in every form of advertising that reaches the smoker. The smokers should be made to realize that in their hands alone lies the continued privilege of enjoying their cigars, cigarettes and pipes. They can dispel the dark cloud of propaganda that is forming on the horizon of the tobacco industry, or by their indifference to the rights of others, add to it, until finally it bursts and wipes away the last vestige of their rights to enjoy the "blessed weed."

I would like to see the T. M. A. with its splendid organization and its reputation for getting things done, get behind a movement of this sort and enlist the smokers themselves in a campaign of self-interest, whose motto could well be:

"Smoke With Consideration."

A Name You Know

with a reputation maintained by the world's largest manufacturer of High Grade Cigars.

ROI-TAN

A cigar you'll like

EL ROI-TAN

RELIABLE FIRMS OF

YORK, PENNA.

"When you know your goods are right, stand firm behind them and push them along, let the world know about your product, advertise the fact and get the results."

H. G. BLASSER & CO.
PACKERS AND DEALERS
Leaf Tobacco
FANCY FLORIDA and GEORGIA WRAPPERS
Stripped and Booked Pennsylvania and Ohio Tobaccos
Samples and quotations cheerfully submitted

C. S. GABLE
CIGAR MANUFACTURER
Main Factory and Office, Queen and York Sts.
Branch Factories: Strinestown, Pa.; Jacobus, Pa.
Maker of "FORUM" Mild Havana Cigar, "DOUGLAS FAIRBANKS," "CERTIFIED CHECK" and "HAMILTON FISH"

Robert Schubert Co.
124 MAIDEN LANE, NEW YORK
SUMATRA and HAVANA
York Office, Queen and York Streets

C. H. Plitt Cigar Co.
MAKERS OF
"Casilda" Cigar," 10c and up
"20th Century," 8c "New Century," 8c
CIGARS OF QUALITY

York, Pa., September 28, 1923.

WHILE in the office of the TOBACCO WORLD last Tuesday we remember "kidding" Gerald and saying that he would have to put another man in our place to look after the interests of the "WORLD" for York County. We did not then think how near that little joke would come to be a real fact. In about two hours from that time, when just within two miles of our own town of York, having made that distance in about two hours flat, our car took a sudden notion to climb a telegraph pole, and from that to breaking down a couple of sections of a rail fence.

Then smash, bang! And we were under the wreck.

Such a looking Hudson Coach we never want to see again.

For several days when we closed our eyes, we could see nothing but rail fences and telegraph poles. However, while we will have to hustle a little harder for a new car, we still feel thankful that we are able to write this letter. We now know how much speed that car could deliver and feel perfectly satisfied. Hereafter we will take the other man's word for it. Henceforth our speed will be somewhere about twenty miles per. The scenery is more beautiful at this gait and we do not care to know anything more about how hard the roadbed is when coming at a "sixty" clip and suddenly being slapped against it.

While calling at the plant of H. F. Martin Cigar Company ("Keen Kutter" cigars), they were so busy getting out goods that they tried to put us to work stamping goods, so we made a quick escape from that place.

In making our rounds this past week, we find most of the factories fairly loaded up with orders, and we hear few complaints.

At the Fix-Haynie Company factory things are humming along at a lively rate. This firm makes the "New York Hand-Made" cigar, on which brand they enjoy a wide distribution.

The new firm, Keystone Cigar Company, South Duke Street, seem to be making a very nice start, and their growth into a good-sized factory seems well assured.

C. S. Gable, main office at Queen and York Streets, is finding it difficult to keep up with his demands for "Douglas Fairbanks," "Hamilton Fish," and his

(*Continued on Page 22*)

Cigar Manufacturers Association of Tampa

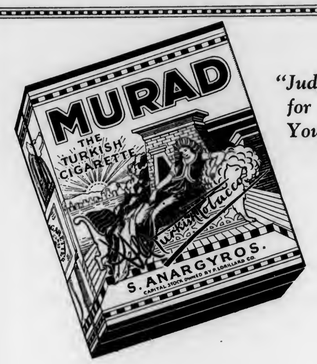
COMPRISES ALL OF THE LEADING and REPRESENTATIVE CIGAR MANUFACTURERS IN TAMPA, UNITING IN THE THREE-FOLD EFFORT OF:

1st—Benefiting our Members.

2nd—Maintaining the high standard of "Tampa" workmanship by seeing that our labor is justly treated.

3rd—Protecting the *dealer* and the *consumer* against unscrupulous methods of others by issuing to our members the following "Identification" Stamp:

This stamp, on each box, is your guarantee that the goods are manufactured in Tampa—of "Tampa" quality and workmanship—DEMAND IT.



"Judge for Yourself"

The world's most famous and largest selling high grade cigarette

Turkish Cigarettes contain no artificial flavoring and are therefore purer and better than other kinds of cigarettes. MURADS are made only of 100% Pure Turkish Tobacco of the finest varieties grown, and are appreciated and desired by smokers who demand the best the world has to offer in cigarettes.

S. Anargyros Makers of the Highest Grade Turkish and Egyptian Cigarettes in the World

MURAD

Porto Rican Tobacco

The Day of Prosperity for the Porto Rican Tobacco Industry Has Arrived

The phenomenal success of many of the advertised brands of "mild Havana cigars" is largely due to the use of Porto Rican Tobacco either exclusively or blended with other tobacco as a filler.

In the past it was not always possible to tell whether the tobacco sold as Porto Rican was all grown on that Island or mixed with a Foreign Tobacco, but now

THE GOVERNMENT GUARANTEES

the source of all tobacco—either in the leaf, scraps, or in cigars—shipped from Porto Rico.

This is done by means of stamps affixed to every barrel or bale of tobacco and on all boxes of cigars or "little cigars."

THE WHITE GUARANTEE STAMP

on shipments of tobacco guarantees that it is of pure Porto Rican growth; on boxes of cigars that the contents were manufactured from tobacco grown on that Island.

For further information, write or call

GOVERNMENT OF PORTO RICO
TOBACCO GUARANTEE AGENCY
J. F. VAZQUEZ, Agent
136 WATER STREET - - - - - - NEW YORK CITY
TELEPHONE, JOHN 1379

Marshall Field Cigars

Distinctive Quality

HOWARD F. PENT
PRESIDENT
The Coraza Cigar Co.
SEVENTH AND CHERRY STREETS
PHILADELPHIA, PA.

ABOVE ALL BOLD

NOW
2 for 15c

The recognized standard of cigar quality and cigar value. Bold's pre-eminent popularity is due solely to incomparable and unchangeable quality.

Bobrow Brothers, Inc.
Manufacturers
Philadelphia Penna.

Wilkes-Barre Notes

(*Continued from Page 10*)

lieve me, there are lots of high rents to be paid. Jobbers, take a hint.

Kennedy's drug store is certainly the "King Pin" price-cutter in our town. Cigarettes, cigars and tobaccos are cut to pieces, but they get their drug prices for other merchandise. Most of the cigar stores get full price for their cigars, cigarettes and tobaccos, even the United and Schulte, and they're O. K.

Mendel Ellowitch, head salesman for the Sperling Tobacco Company, is a real live fellow and always on the job. There is one cigar in particular that he is strong for, and that is the "La Palina."

One of the newest General Cigar Company factories is located at Forty-Fort, a suburb of Wilkes-Barre, where they are turning out their big two-for-fifteen-cent "White Owl" cigar and other brands. They have a wonderful slogan, "Wherever you go, have a 'White Owl,'" which certainly catches the eye. They employ about eight hundred hands in this factory.

DIAMOND BILL.

York County Items

(*Continued from Page 20*)

other many brands of cigars. He tells me that his three factories are busy and he is considering opening another additional factory to take care of the increased business.

J. A. Doll Cigar Company, with factories at Saginaw, Jefferson, Star View and Zionsview, is very busy at all places, their product being straight five-cent goods, "Blue Ribbon" and "Eventual."

W. H. Falkler & Son are housed in their new and commodious factory and report business very good.

"Doc" Lloyd P. Myers, distributor for "York Imperial" and "Keen Kutter" cigars, will have a display booth at our annual York County Fair, which opens October 2d.

S. L. Etter & Son, jobbers, will also have several stands at the Fair where they will make a special drive on "Aristocrats," "El Poderso" and a number of other brands handled by this house. This firm also are jobbers for "Lash's" soft drink syrups used at most of the leading soda fountains in York.

Sam expects to do some specialty work on the "El Poderso" cigar, a high-grade product manufactured by Fehsenfeld, Baltimore.

We expect to break all records next week (weather permitting), at our great and only York County Fair, and we are always proud of the fact, that for a real honest-to-goodness Fair, old York County has every other Fair beat a mile and then some. Usually on our "Big Thursday" we more than double our regular population. So if any of our readers are within a hundred miles of York, treat yourself and come and enjoy an old-time fair with us.

JAY BEE.

Business Building

(*Continued from Page 14*)

He explained that some "still life" is deadly uninteresting, while others attract the attention as keenly as though humans or animals were also depicted.

He has formulated a set of rules by which he produces these interesting effects. He says objects should be so arranged that they look as though some one had just used them and left them in careless positions. Or, he has them so arranged that they look as though some one might come in and use them any moment.

Why not bear this in mind when dressing your show window. Thus, why not have at least one box of the cigars in the window somewhat mussed up, as though a person had taken out two or three, put them in his pocket and left the others in mild confusion in the box.

Or, if showing pipes, why not have near them an opened bag of tobacco, some of it partly spilled, and an open box of matches nearby, just as though some one had used a pipe—or would use it any moment—and the auxiliaries being near at hand.

A little of this what might be called "careless carefulness," might add manyfold to the interest and attractiveness of the window.

TOBACCO EXHIBITS FOR MUSEUMS

Washington, D. C.

Exhibits showing the process of manufacture, the history of development, and the methods of distribution of tobacco and other important commodities will be lodged in museums throughout the country as a result of the decision of the American Association of Museums to include such exhibits with others of interest to the public at large. A trade or industrial exhibit, it is stated by officials of the organization, will serve immediately the purpose of advertising and education of children regarding American products and production processes, and ultimately will become an object of historical interest.

LINZ.

ROSENTHAL JOINS P. R. AMERICAN

Edward Rosenthal, who has been sales manager for the General Cigar Company, "Van Dyck" cigar department, has announced his intention of resigning his position with the General Cigar Company, to become vice-president of the Porto Rican American Tobacco Company. He will succeed Frank J. Keeney, who recently resigned from the Porto Rican Company.

It is with deep regret that the General Cigar Company accepts this change but all the associates of Mr. Rosenthal extend him their best wishes in his new position.

TOBACCO FOR ENGLAND

Atlanta, September 25.—A good share of the Georgia tobacco crop is going to England this year. Fifteen cars of tobacco arrived in Savannah this week for shipment to British firms on the steamer "City of Chicago." This is the second large shipment of tobacco to England this year, twenty carloads having been shipped from Brunswick a short time ago.

Get the Utmost in SALES and ADVERTISING Values from your Cigar Containers by Packing Your Brands Exclusively in Wooden Cigar Boxes.

We Manufacture Quality Cigar Boxes and render prompt Service.

WILLIAM N. LESCHEY
HANOVER PENNA.

Members of the industry are cordially invited when in Philadelphia to make the offices of

The Tobacco World

their headquarters, and to make use of our services in any and all ways. For conferences a private office will be placed at their disposal, if desired. Remember the address, 236 Chestnut Street, Philadelphia, Pa.

Telephone, Lombard 1768

5c "Keen Kutter" 5c

NONE BETTER FOR THE MONEY

¶ Guaranteed to be wrapped with Imported Sumatra and filled with Havana. The best *Nickel* cigar on the market for the money.

Write for open territory to

H. F. MARTIN

YORK :: :: PENNSYLVANIA

Du Pont

"A BETTER CIGAR for 10c"

MADE-IN-TAMPA
BY
VAL. M. ANTUONO

TADEMA HAVANA CIGARS

Argüelles, Lopez & Bro.
MAKERS

General Office and Factory, TAMPA, FLA.
Eastern Office
222 Pearl St.
New York
Warehouse
Havana
Cuba

F. LOZANO, SON & CO.
HAVANA CIGARS
TRADE MARK

F. LOZANO
FLOR DE NARVEZ
VICLO

WALLS COURT
EL LESSERO
CALATRAVA

REG. U. S. PAT. OFF.

FACTORY & MAIN OFFICE, TAMPA, FLA.
NEW YORK OFFICE, 437 FIFTH AVE., N. Y.

Detroit News

(*Continued from Page 12*)

Co., Inc., manufacturers of "Popper's Ace," "Ottina" and numerous other brands, were visitors here last week. The Watkins Cigar Stores Company are the sole distributors of the "Ottina" brand. The Howes-Shoemaker Company have recently been appointed wholesale distributors of "Popper's Ace."

Fred Cooper, who for many years was manager of the cigar department of the old Pontchartrain Hotel, and later owner of the cigar stand in the Normandie Hotel, has accepted a position with the Detroit Union League Club as manager of their cigar department.

R. E. "Bob" Ellis has accepted a position with the New York-Tampa Cigar Company, and will help promote the sale of "Personality" and "Jenny Lind" cigars throughout the East.

Tom Monroe, vice-president of the Speitz Cigar Company, and Al Webb, of Charles F. Becker Company, were two of Detroit's prominent cigar men who attended the Dempsey-Firpo fight in New York.

Jim Williams of A. Amo & Co., Tampa, Fla., has returned to Detroit after making a trip of three weeks through the State of Ohio. Jim informs me "La Amo" cigars are selling big in every section of the Buckeye State, and that he is looking forward to tremendous holiday business on his brand.

I have just received word from Lansing, Mich., that L. L. Colton & Son, proprietors of the cigar stand in the Downey Hotel, have gone into the cigar jobbing business. Their feature brand will be "Don Julian," which is manufactured by Gradiaz, Annis & Co., Tampa, Fla.

Jack Merriam, of M. Bustillo & Merriam, Tampa, Fla., called on the Detroit clubs and leading retailers in the interest of his brands. Jack says business has been very good all along the route covered and that he is looking forward to a nice holiday business.

Otto Groll, representing Miltiades Melachrino, manufacturer of high-grade Egyptian cigarettes, was on the list of visitors here last week. Otto is showing two new brands, "Cortesi" and "Crocodile." To the ancient Egyptians the sign of the crocodile was the emblem of good fortune, to the Americans the "Crocodile" means the perfect Egyptian cigarette, manufactured by the original Miltiades Melachrino.

George Becker, representing Park & Tilford Company, New York, N. Y., called on the trade here last week, booking Christmas orders on their extensive line of imported cigars. When last seen George had Bert Johnson busy with pencil and pad, and from the looks of things, a nice fat order was placed for one-fortieth packings.

W. M. Siers, of York, Pa., was with us for a few days last week, showing his line of "O. Henry" and "Beechnut" cigars.

E. W. Marlin, of V. Guerra, Diaz & Co., manufacturers of the famous "La Mega" made-in-bond cigars, worked the trade here last week, and reported a very satisfactory business on his brand.

H. V. Messick, Middle West representative for Cuesta Rey & Co., was on the list of visitors last week. Herb reports his business here to be steadily increasing. His brand is distributed on this market by the Charles F. Becker Company.

Stephen Herz, of the D. Emil Klein Company, Inc., cigarmakers of New York, called on the trade here this week in the interest of his many brands.

Steve reports their factory as running to full capacity and their brands as growing in popularity in every section of the country.

Maurice Robinson, representing Benito Rovira Company, Inc., manufacturers of "La Confesion" cigars, was in the city last week, checking up on his brand and booking orders for the holiday goods.

The Howes-Shoemaker Company, having been appointed the distributors of "Popper's Ace" (E. Popper & Co.) for Detroit and vicinity. This firm puts every effort behind the brands it distributes, and the salesforce are out for the cigar business and no doubt "Popper's Ace" will enjoy a big sale and a wide distribution.

Louis Altman, of M. Rodriguez & Company, manufacturers of "La Melinda" and other brands of clear Havana cigars, called on the clubs and leading retailers here this week and reported a very satisfactory business on his many brands.

O. C. Schneider, sales manager of the Havana Cigar Department of the Havana-American Company, gave the city the once over last week and stayed long enough to have a conference with Gus Orsor, who has been in our midst for the past two weeks doing specialty work on "Antonio and Cleopatra" cigars. Gus secured a good distribution and made many friends for his brand during his short stay.

George W. Stocking, of Arango Arango, manufacturers of "Don Sebastian" cigars, was on the list of visitors here last week.

J. M. Cuyar, of Andres Diaz & Company, Tampa, Fla., called on the trade here this week and reports business to be very good all along the route covered.

The Harry W. Watson Company, who for many years conducted one of Detroit's leading cigar jobbing houses, have discontinued business in the Motor City. The company will continue their house in Flint and cater to the wants of the retailers in that city.

J. B. Annis, of Gradiaz, Annis & Company, Tampa and New York, has been rusticating in our midst for the past ten days. The "Don Julian" brand which is manufactured by this company is a very ready seller in our city.

The Watkins Cigar Stores Company, who operate stores in the David Whitney Building, the Majestic Building and the Wolverine Hotel, is having a pipe sale which is the talk and criticism of the city. The original "Dunhill" pipes are being sold at the great bargain price of $7.85 with no limit of quantity to a customer. From reports they have sold a tremendous quantity during the past week at this great reduction.

Harvey Vreeland, of Benson & Hedges, famous cigarette manufacturers, was on the list of visitors here this week. Harvey tells me his brands are going wonderfully well throughout his entire territory.

Jack Planco, of Ruy Suarez & Company, manufacturers of the well-known brand of "Planco" cigars, called on the trade here this week and reports business all along the route covered as extremely good.

Yours truly,

Mike of Detroit

Ahoskie, N. C.—Representatives of the Wall Street Tobacco Corporation, of New York, are here investigating the possibilities of locating a factory here for the manufacture of cigarettes and other products from North Carolina and Virginia tobacco.

WAITT & BOND

Blackstone
CIGAR

Havana

Filler

Absolutely!

GONZALEZ & MENDEZ, INC.

CLEAR HAVANA CIGARS EXCLUSIVELY
TAMPA, FLORIDA
EDW. WODISKA, General Representative

SHEIP
&
VANDEGRIFT
INCORPORATED
NELSON M. VANDEGRIFT, President
CIGAR BOXES
QUALITY AND SERVICE
812-832 N. Lawrence St. Philadelphia, Pa.

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

BIG 5:—43,475. For cigars only. August 11, 1923. W. J. Neff & Co., Red Lion, Pa.

AMERICAN ATHLETIC CLUB:—43,476. For all tobacco products. August 24, 1923. The Moehle Litho. Co., Inc., Brooklyn, N. Y.

FLOR DE RITTMORE:—43,481. For all tobacco products. September 15, 1923. Pasbach-Voice Litho. Co., Brooklyn, N. Y.

SLEPY HOLLOW:—43,482. For cigars. August 28, 1923. Milton Simon & Co., Salt Lake City, Utah. The trade-mark or trade name herein specified, though apparently not heretofore registered in any of our Affiliated Bureaus has been in use by the registrant since 1894.

THE ATLANTA MAID:—43,483. For cigars. September 18, 1923. The American Label Co., New York, N. Y.

MAJOR SCHENDEL:—43,485. For all tobacco products. September 18, 1923. Stanley Schendel, New York, N. Y.

TEN EYCK:—43,486. For cigars. September 18, 1923. Edward Hemple, Pittsburgh, Pa. This registration is effected upon presentation made to us that the trade-mark or trade name specified, though apparently not heretofore registered in any of our Affiliated Bureaus, has been acquired by the registrant through mesne transfers, from Eugene Vallens, New York, N. Y.

HERNSHEIM:—43,487. For cigars. September 18, 1923. Marine Cigar Company, Inc., New Orleans, La. This registration is effected upon presentation made to us that the trade-mark or trade name specified, though apparently not heretofore registered in any of our Affiliated Bureaus, has been acquired by the registrant through mesne transfers from Hernsheim Co., Ltd., New Orleans, La.

FIRST NATIONAL:—43,489. For cigars. Registered September 21, 1923. Irvin S. Cobb Cigar Company, Paducah, Ky. This registration is effected upon presentation made to us that the trade-mark or trade name specified, though apparently not heretofore registered in any of our Affiliated Bureaus, has been acquired by the registrant through mesne transfers from Joseph Weinreich, Dayton, Ohio, who had been using this title for the past twenty years.

1926:—43,490. For all tobacco products. September 22, 1923. Chas. Seider, Philadelphia, Pa.

FLEET STREET:—43,492. For all tobacco products, pipes and smokers' articles.. September 24, 1923. R. J. Seidenberg Co., Buffalo, N. Y.

FORD:—43,493. For cigars. September 19, 1923. Jointly by the John F. Convey Cigar Company, Middletown, Conn., and John A. McAdoo, Charlotte, N. C. This registration is effected upon presentation made to us that the trade-mark specified, though apparently not heretofore registered in any of our Affiliated Bureaus, has been in use by the John F. Convey Cigar Co. and its predecessors for over twenty-five years.

TRANSFERS

SAN KENSON:—39,942 (Tobacco Merchants Association). For cigars, cigarettes and tobacco. Registered October 26, 1916, by W. A. Kennedy & Sons, Chicago, Ill. Transferred to C. W. Reatoir, Thomas Slader, E. J. Kennedy, Chicago, Ill., September 17, 1923.

STARS OF CUBA:—7870 (U. S. Tobacco Journal). For cigars. Registered March 16, 1887, by Morris & Batt, New York City. Through mesne transfers acquired by Herman Friedman, New York City, and re-transferred to Star of Cuba Cigar Co., Inc., New York, N. Y., September 17, 1923.

JOSE GRANDE:—23,200 (Tobacco World); **36,998** (United Registration Bureau). For cigars, cigarettes, cheroots and tobacco. Registered October 20, 1911, by the American Litho. Co., New York, N. Y. Through mesne transfers acquired by Morris Ellins, Newark, N. J., and re-transferred to the Quality Cigar Co., Red Lion, Pa., August 20, 1923.

FONDEAR:—26,660 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered April 21, 1902, by Wm. Steiner, Sons & Co., New York City. Through mesne transfers acquired by Martin E. Weber, Cleveland, Ohio, and re-transferred to the American Box Supply Co., Detroit, Mich., August 29, 1923.

MILWAUKEE POST OFFICE CIGAR CO.:—30,510 (Tobacco Leaf). For firm style. Registered October 18, 1905, by the Milwaukee Post Office Cigar Co., Milwaukee, Wis. Through mesne transfers acquired by Sam Gratch, Milwaukee, Wis., and re-transferred to Sam Stein, Milwaukee, Wis., August 1, 1923.

PAUL JONES:—72,346 (U. S. Patent Office). For cigars. Registered January 19, 1909, by A. S. Valentine & Son, Philadelphia, Pa. Transferred by the Consolidated Cigar Corporation, successors to A. S. Valentine & Son, to Samuel D. Ostrow, Erie, Pa., and re-transferred to Gus Newwahl, Altoona, Pa., September 13, 1923.

CORRECTED PUBLICATION

OAK PARK CLUB:—43,477. All tobacco products. Registered August 13, 1923, by Fred L. Wells, Chicago, Ill.

SECOND INTERNATIONAL TOBACCO INDUSTRIES EXPOSITION

Exhibits From the Philippine Islands at the Coming Tobacco Show

Governor General Leonard Wood, of the Philippine Islands, is taking a great deal of interest in the coming Tobacco Exposition, to be held at the Seventy-first Regiment Armory, New York City, January 28th to February 2d, inclusive, 1924—and in fact, the whole newspaper press of the Philippine Islands have commented favorably upon and given considerable space to the fact that the following manufacturers of cigars from the Philippines will have representative exhibits:

The largest and oldest cigar factory in the world (The Isabela), situated at Manila, making hand-made cigars, will be among the leaders. They are the biggest shippers to the United States, and will have a special display through their American representative, E. F. Pipe, of 35 South William Street, New York City, which is a $50,000,000 concern.

In addition, the following concerns handling Philippine cigars will also exhibit, and before the show opens in all probability additional companies will also have made their arrangements: C. G. Wilson, Inc., Ca. Gral de Tobacos de Filipinas, Determann & Company, Inc., E. M. Elam, G. L. Judell & Company, Henry Ottenberg & Company, Henry W. Peabody & Company, Laks Cigar Company, Manila Commercial Company, Inc., M. F. D. Scanlan, Marx Bros. Cigar Company, Philippine Tobacco Company, Sidney J. Freeman & Sons, Woolley & Company, Inc., and S. Frider & Son.

This is only one feature of the cigar exhibits in the show, because the Porto Rican people are also making arrangements to make a very extensive campaign to further popularize Porto Rican cigars with the public.

H. Duys & Company will also have a wonderful exhibit from Sumatra and Java, and while their last year's exhibit was comprehensive, it will be much more interesting and broader in scope at this coming show.

Applications for space in the Exposition should be addressed to the Executive Committee of the National Exposition Company, Third Floor, McAlpin Hotel, New York City. Telephone, Pennsylvania 5700.

JUGOSLAVIA HAS BUMPER CROP

The Government Tobacco Monopoly of the Kingdom of the Serbs, Croats and Slovenes (Jugoslavia) announces that the tobacco crop for the current year is so large that there will be about six million kilogrammes (about 13,000,000 pounds) available for exportation. As this tobacco is of very high quality, much of it being equal to the best Turkish tobacco, it is believed that it will easily find a market abroad.

CIGAR BOXES

Dependable service—Quality packages—to meet any requirement in the Wooden Containers for Cigars

The WOODEN package is the retainer of AROMA from Factory to Consumer

The Buckley Cigar Box Co., 24 Vine St., DESHLER, OHIO.

The Buckley Box Co., 1106 West Town St., COLUMBUS, OHIO.

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
WESTERN REPRESENTATIVE:
PAUL PIERSON
139 North Clark Street, Chicago, Ill.
Cigar Labels, Bands and Trimmings of Highest Quality

OSCAR PASBACH, Pres. J. A. VOICE, Secy. & Gen'l. Manager
PASBACH - VOICE
LITHOGRAPHING CO. INC.
ART LITHOGRAPHERS
GRAND STREET AND MORGAN AVENUE
BROOKLYN, N. Y.
CIGAR LABELS - CIGAR BANDS

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
2309 Russell Street Detroit, Mich.
Corner of Gratiot Street
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

SINCE 1870
CIGAR BANDS CIGAR LABELS
SPECIAL PROCESS
WM. STEINER SONS & CO.
257-265 W. 17th St. - New York City
Sole Distributors for New Model Cigar Banding Machine for Ungummed Bands

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

The Celebrated Dill's Best
Long Cool Smoke
Dealers CAN NOW GET DILL'S BEST SMOKING TOBACCO THROUGH ANY REGULAR JOBBER
J.G.DILL CO.
RICHMOND, VA.
Manufacturers of HIGH GRADE SMOKING TOBACCO.

GROWERS
AND
PACKERS
OF

Connecticut Shadegrown Wrappers

Florida and Georgia
Shadegrown Wrappers

Connecticut Broadleaf

Connecticut Havana Seed

Stripped and Booked Porto Rico Fillers

AMERICAN SUMATRA TOBACCO CO.

131 Water Street — New York City

OCTOBER 15, 1923

VOLUME 43 — NO. 20

THE TOBACCO WORLD

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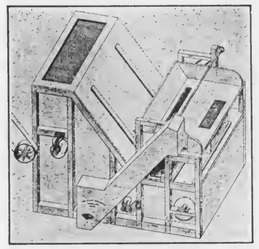
OCT 20 1923

JOHN H. BAKER
SCRAP CUTTER
AND
SEPARATOR



A Scrap Cutter and Separator that really does separate

Write for descriptive matter and new price

Cigar Manufacturers Making Short Filler

CIGARS

Will do well to try our

Blended Scrap Havana Aroma

On the market since 1902

Twenty years giving satisfaction right along

HAS A FINE AROMA

CAN'T TELL IT FROM THE REAL HAVANA

Write for sample and price

Baker Tobacco and Cigar Machinery Company

YORK, PENNA.

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST. PHILA., PA.

WOODEN BOXES are better

Because They Display The Cigar to Better Advantage

A smoker likes to see the whole length of a cigar in a box. He wants to see what he is buying, to compare in size, shape, color, finish and workmanship with the other brands in your display.

and for these 5 other reasons:

1. IDEAL DISPLAY: Compact, varied and eye-catching window and counter displays are most easily gotten with Wooden Cigar Boxes. With a little imagination you can show all kinds of effects and combinations with Wooden Cigar Boxes. Wooden Cigar Boxes do not have to be juggled for striking displays; they only need to be arranged.
2. CONVENIENT: Practically all cigar store windows and show cases are particularly designed for the showing of Wooden Cigar Boxes. They permit the use of all the space. No space wasted. No time lost.
3. BETTER PRINTING: There is no comparison between Wooden Cigar Boxes and substitute containers when it comes to beauty of printing and lithography. You can do almost anything with wood, while the possible treatments of other kinds of packages are very limited.
4. PERFECT AGING: Cigars age normally in wood, retaining their natural aroma from factory to smoker.
5. NATURALNESS: Cigars are a vegetable product and belong in Wooden Cigar Boxes. Cigars from Wooden Boxes please the smoker most because the wood adds a mellowness and richness to the qualities with which the cigar has already been endowed by Nature.

Ask the manufacturer of Quality Cigars why he uses Wooden Boxes. He has learned they have no substitute.

THE BEST CIGARS ARE PACKED IN WOODEN BOXES

Best When Packed — After all nothing satisfies like a good cigar — *in Wooden Boxes*

LA PALINA

IT'S JAVA WRAPPED

CIGAR

The cigar with the universal taste appeal. Sales in every section of the United States prove that La Palina will permanently satisfy any man who enjoys a fine cigar.

La Palina advertising is making more La Palina Smokers every day. New factories are being opened to provide for the the increasing demand.

Are you getting your share of this La Palina business?

More than one hundred and fifty million sold yearly.

CONGRESS CIGAR COMPANY
Philadelphia

"For Gentlemen of Good Taste"

SAN FELICE
2 for 15c

TWO GOOD CIGARS

EL VERSO
10c—2 for 25c—15c

THE DEISEL-WEMMER CO.
MANUFACTURERS - - LIMA, OHIO

GONZALEZ & MENDEZ, INC.

CLEAR HAVANA CIGARS EXCLUSIVELY
TAMPA, FLORIDA
EDW. WODISKA, General Representative

Get the Utmost in Advertising Values
at practically no expense
by using the
WOODEN CIGAR BOX
for your brands.
They help *sell* your cigars.

PHILADELPHIA CIGAR BOX COMPANY
621 W. SUSQUEHANNA AVE.
PHILADELPHIA, PA.

WAITT & BOND

Blackstone

CIGAR

Havana

Filler

Absolutely!

ABOVE ALL

BOLD

NOW
2 for 15c

The recognized standard of cigar quality and cigar value. Bold's pre-eminent popularity is due solely to incomparable and unchangeable quality.

Bobrow Brothers, Inc.
Manufacturers
Philadelphia Penna.

STICK TO Cinco - IT'S SAFE

2 for 15c
everywhere

OTTO EISENLOHR & BROS. INC.
PHILADELPHIA —— EST. 1850

"HOOK UP" YOUR BRANDS
WITH NEW TRADE
BY PACKING YOUR CIGARS
IN WOODEN BOXES

WE MAKE GOOD BOXES—TRY US

Windsor Cigar Box Co.
WINDSOR PENNA.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, ETC., OF "THE TOBACCO WORLD," PUBLISHED SEMI-MONTHLY AT PHILADELPHIA.

Required by the Postal Laws and Regulations.
By the Act of August 24, 1912.

Name of Editor—Hobart B. Hankins, 236 Chestnut St., Phila., Pa.
Managing Editor—None.
Business Manager—Gerald B. Hankins, 236 Chestnut St., Phila., Pa.
Publisher—Tobacco World Corporation, 236 Chestnut St., Phila., Pa.
Owners { The Tobacco World Corp., 236 Chestnut St., Phila., Pa.
{ Hobart B. Hankins, 236 Chestnut St., Phila., Pa.

Known bondholders, mortgagees and other security holders, holding one per cent. or more of total amount of bonds, mortgages, or other securities: None.

(Signed) GERALD B. HANKINS.

Sworn to and subscribed before me this first day of October, 1923.
W. KING ALLEN,
(Seal) Notary Public.
My commission expires January 17, 1925.

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

FOR SALE

FOR SALE—ONE COMPLETE SET NEWTON-STOAKES LETTERING PENS, with inks and complete instructions for making nifty show cards and price tickets. Absolutely new. Address Box 451, care of "The Tobacco World."

BUSINESS OPPORTUNITY

MODERN EQUIPPED FACTORY. Desirably located, State of Pennsylvania. Steam heated. Capacity 100,000 minimum, 200,000 maximum. Producing good workmanship. Scale of price right for 10-cent line. Actively operating at present with good organization. Rent reasonable. Further details on inquiry. Address Box 454, care of "The Tobacco World."

WANTED

WANTED—A POSITION AS SUPERINTENDENT. Twenty-seven years of experience as a manufacturer of cigars; hand, mold or suction. A man that knows how to get results. Address Superintendent, care of "Tobacco World."

SITUATION WANTED

A CAPABLE CIGAR FACTORY EXECUTIVE AGGRESSIVE with initiative and executive ability to handle large factory or factories, capable of starting chain of factories; will be open for position shortly. Address Box Z, care of "The Tobacco World."

The Tobacco World
Established 1881

VOLUME 43 OCTOBER 15, 1923 No. 20

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

PRICE: United States, Canada, Cuba and Philippine Islands, $2.00 a year. Foreign, $3.50.

Harry Blum's
NATURAL BLOOM
QUALITY CIGARS

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

PALL MALL
SPECIAL
THESE CIGARETTES ARE GUARANTEED TO BE OF THE SAME IDENTICAL BLEND OF TURKISH TOBACCOS AS THE FAMOUS PALL MALL ORIGINAL SIZE.
THE ONLY DIFFERENCE IS THAT THE CIGARETTE IS SLIGHTLY SMALLER THAN THE ORIGINAL SIZE OF PALL MALL
DIEU ET MON DROIT
20 for 30¢
WEST OF THE ROCKIES 20 for 35c
PALL MALL Specials
New size — plain ends only
No change in size or price
of PALL MALL Regulars
(cork tip)
© Guaranteed by
The American Tobacco Co.
INCORPORATED

TRADE "JARSO" MARK

TRADE "JARSO" MARK

to the fact that unless you pack your cigars in quality boxes, you detract from the quality of the cigar. For appearance sake order from us.

TRADE "JARSO" MARK

TRADE "JARSO" MARK

MONROE JARRETT SONS
MANUFACTURERS OF
CIGAR BOXES
S. W. Cor. Randolph and Jefferson Sts., Philadelphia, Pa.

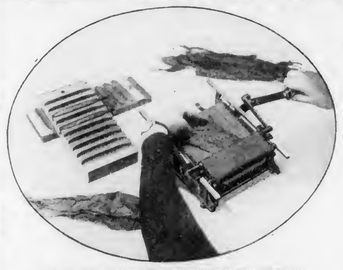
F. LOZANO, SON & CO.
HAVANA CIGARS
TRADE MARK

F. LOZANO
FLOR DE NARVEZ
VICLO

WALLS COURT
EL LESSERO
CALATRAVA

REG. U. S. PAT. OFF.

FACTORY & MAIN OFFICE, TAMPA, FLA.
NEW YORK OFFICE, 437 FIFTH AVE., N. Y.



WOLVERINE BUNCH BREAKERS
WOLVERINE CIGAR PACKERS

A Whale for Work

This little machine—no bigger than your hat—is a mighty big factor in producing the profits of our many satisfied customers. Saves 35% of the binders and increases production actually 40% over hand work. A **WOLVERINE BUNCH BREAKER, *on trial,*** pays for itself in 30 days. Price, **$20.00.**

PULTE-KORRECK MACHINE CO.
GRAND RAPIDS, - MICHIGAN

Marshall Field Cigars

Distinctive Quality

HOWARD F. PENT, President
THE CORAZA CIGAR COMPANY
SEVENTH AND CHERRY STREETS
PHILADELPHIA, PA.

After all nothing satisfies like a good cigar

Volume 43 Number 20

THE TOBACCO WORLD

Established 1881

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, OCTOBER 15, 1923 Foreign $3.50

EDITORIAL COMMENT

After all nothing satisfies like a good cigar

WE are very much gratified at the growing use of the cigar slogan and design in trade and consumer advertising, as well as on stationery, etc.

It is just as important that the trade be thoroughly informed and educated to the value to the industry of the persistent use of this slogan and design, as it is for the consumer to have it brought before him. A well-informed trade can do much to help educate the smoker.

Do not forget that the cuts in various sizes can be procured from the Tobacco Merchants Association, 5 Beekman Street, New York City, and this organization will gladly furnish them to you upon request.

The appearance of this slogan and design in both signboard and newspaper advertising, is an encouraging factor to those who are devoting time, effort and money for the advancement of the cigar industry.

THE value of well-informed clerks behind the counter is steadily emphasized by the development of the United Cigar Stores. Of the many brands handled by these stores, the majority are made exclusively for them. And of these brands probably not more than two or three have ever been nationally advertised.

Yet these brands are sold every day and some of them have attained astonishing sales totals. Other brands in other stores have to be sold almost entirely by the sheer power of advertising.

Now, if the average clerk were better informed about tobacco products, it certainly seems as if many cigar stores could greatly increase their sales.

One of the several factors in the progress of the "United" is undoubtedly the well-trained clerk. They prove their ability by selling the smoker, in many cases, what might be called "unknown" brands, as distinguished from brands nationally advertised and known to every smoker.

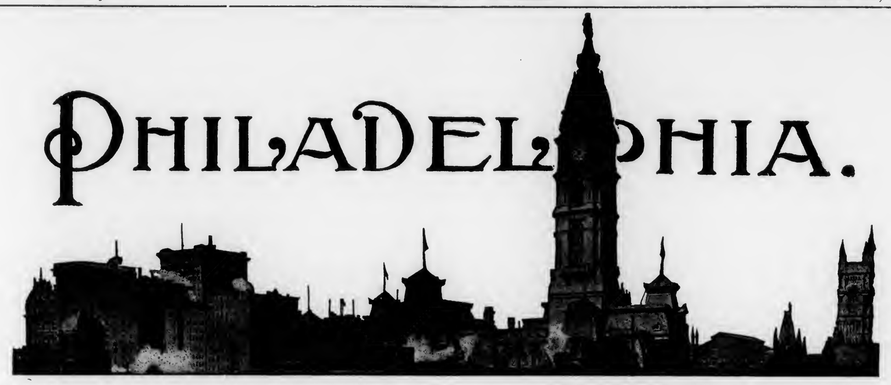
It is our observation that the busy store is usually the one where the clerks and proprietor are alert and well-informed on the products which they offer to the consumer.

We believe that one of the most important steps to be taken in creating a larger demand for cigars, is the education of the men who sell them. The place to sell the consumer on cigars is at the point of contact, and that is at the cigar case. And the clerk who is well-informed is always in a position to make new friends for the cigar.

WE entered a cigar store the other day while the proprietor and the customer were having an altercation over the price of a pack of cigarettes. The customer claimed he could buy them in almost any store for one cent less than he was being charged in that store.

The proprietor momentarily lost his head, took the money out of the cash register and threw it across the counter to the customer with the remark, "Here's your money, go to the other stores and buy your cigarettes and cigars." The customer replied that he most certainly would, and walked out.

Aside from the fact that he had made an enemy for his store, the proprietor's actions and remarks did not react very favorably on the other smokers waiting to make their purchases. There was no occasion for the discussion going as far as it did, and a little use of common sense would probably have kept the money in the cash drawer and also would have kept the customer and his future trade.



LIBERMAN REPRESENTATIVE VISITS HEADQUARTERS

H. L. Bush, factory representative for the Liberman Manufacturing Company, Twentieth and Allegheny Avenues, made a flying trip from Tampa the past week to confer with the heads of his firm. Mr. Bush has been very successful in placing the Liberman bunch machines in various factories throughout the country during the past year, and predicts a large increase in the use of his machines during the next year.

WILLIS ANDRUSS RETURNS FROM TRIP

Willis Andruss, sales manager for the Congress Cigar Company, returned to his desk last week after a business trip through New York State and the West.

Mr. Andruss states that the variety holiday packing of "La Palinas" will appear on the market again this year the same as in pre-war times. This package contains the famous "La Palina" cigar in six sizes and will retail at $5.

The "La Palina" cigar will be distributed by the Spring Cigar Company in Seattle in the future.

NEW JOBBER FOR BAYUK BRANDS

Harry Wilbur, who was with the National Grocery Company for some time, has been given the sole agency for Bayuk brands in the city of Seattle, Wash. Ora Dickinson, formerly with Mason, Ehrman Company, of Seattle, Wash., has been appointed factory representative for the States of Washington and Oregon.

CUNNINGHAM HEAD BECOMES BANK DIRECTOR

A short time ago the board of directors of the National Bank of Commerce, located at 713 Chestnut Street, elected Nelson Eberbach a director in that institution. Mr. Eberbach is head of the house of A. B. Cunningham & Company, 37 North Second Street, jobbers in cigars and tobacco.

F. ZUNGOLO OPENS BRANCH

F. Zungolo, who operates a wholesale and retail cigar store at 146 North Eighth Street, has leased the building at 39 North Sixth Street, and will conduct a wholesale and retail tobacco and novelty business at that place.

Warner Searles, of the Deisel-Wemmer Company, manufacturers of "San Felice" and "El Verso" cigars, Lima, Ohio, was a visitor in town last week.

DUSEL, GOODLOE & COMPANY WILL HANDLE "NATURAL BLOOM"

Arrangements have been completed whereby Dusel, Goodloe & Company, prominent jobbers of 112 North Seventh Street, will distribute the "Natural Bloom" cigar in Philadelphia and surrounding territory. The "Natural Bloom" is manufactured by Harry Blum, 122 Second Avenue, New York City. Due to the reputation which this splendid cigar already has in Philadelphia, it is anticipated it will soon be a leader in the best cigar stands, hotels and clubs in this city.

VICTORY CIGAR COMPANY ELECTS OFFICERS

The recently incorporated Victory Cigar Company has elected John B. Williams, formerly with Otto Eisenlohr & Brothers, Incorporated, president of the new company, with W. C. Frutiger, vice-president, and George H. Taylor, secretary. The Victory Cigar Company is manufacturing the "Victory" cigar, retailing for a nickel and are meeting with excellent results in placing this cigar throughout Philadelphia.

KILFEATHER CIGAR COMPANY IN DIFFICULTY

The J. P. Kilfeather Cigar Company, of New Haven, Conn., held a meeting of creditors a short time ago to determine what should be done with the business. The Kilfeather Company operates a branch factory on North Second Street, this city.

Sam Bayuk, of Bayuk Cigars, Incorporated, returned last week from a visit to Cuba. Mr. Bayuk returned via New York City and took the opportunity to visit the Water Street leaf market before departing for Philadelphia.

Charles Bobrow, of Bobrow Brothers, manufacturers of "Bold" and "Topie" cigars, was a visitor in Detroit during the week of October sixth. The Bobrow brands enjoy a gratifying distribution in that city.

Patrick Cunningham, of Max Schwarz & Company, manufacturers of the famous "La Primadora" cigar, was a visitor in Philadelphia last week, calling on the local distributor of his brand, Dusel, Goodloe & Company.

Murray Buxbaum, of Jose Escalante & Company, was a visitor in town last week, as was also Paul Hirschhorn, of Weil & Son.

REPORTED SCARCITY OF SPANISH CEDAR DENIED

Articles have appeared recently, both in the daily newspapers and in the relevant trade publications, that there is a scarcity of supplies of Spanish cedar.

These articles have evidently been inspired by the reported efforts of the United States Department of Agriculture to produce artificial means of imparting to other and cheaper woods the characteristic properties of genuine Spanish cedar.

Spanish cedar seems to be naturally and exclusively adaptable for making boxes to contain fine cigars, and as all attempts have failed thus far to produce any satisfactory substitute, it must be gratifying for the cigar manufacturer to have it on good authority that the supply of the genuine wood is ample for all requirements.

Shipments of Spanish cedar are continuous and ample for all normal as well as the growing demands from cigar box manufacturers, and the various importers are in a position to supply this wood in almost any quantities from stocks constantly on hand in the United States.

Spanish cedar grows in Cuba, Mexico and Central and South America, and the operations of selecting and cutting the standing trees, and the bringing out, loading and shipment of the logs, require expert and careful judgment. The texture of this wood, like its other qualities, is delicate, and except under most favorable conditions the logs are liable to early deterioration. Therefore it is important that the supply of sound and fresh-cut wood never be greatly in excess of immediate requirements. The reports of cedar scarcity referred to may be due to this seeming closeness between supplies and consumption; but it is actually and otherwise entirely unfounded.

The representative importing firms state that though no complete survey has been made of Spanish cedar trees known to be growing over extensive areas in the tropics, that from certain data at hand the supply in sight will be sufficient for generations to come, even if every cigar box used were to be made exclusively of Spanish cedar.

RETAILER ROBBED OF SIXTY DOLLARS

As Nathan Osapsky was preparing to close his cigar store at 482 North Sixth Street for the night last Sunday, three men entered and ordered him to throw up his hands and keep his mouth shut. Instead of keeping his mouth shut, Osapsky started to argue with the bandits and two of them seized him and remarking that they would not take any back talk, promptly threw him over the counter and he fell through a window into Sixth Street. While Osapsky was cautiously trying to extricate himself from the window without getting all carved up, the bandits extracted $60 from the cash register and escaped in the ever-ready waiting automobile.

MOVE FACTORY TO ATLANTA

The cigar factory of Alonzo Brothers will soon be moved from Brunswick to Atlanta, Ga. The plant in Georgia will soon be in full operation turning out from 80,000 to 120,000 cigars a week, and employing a force of seventy-five experienced cigarmakers. A small branch factory will still be maintained at Brunswick.

Items of Interest

The New York Offices of Marcelino Perez & Company, manufacturers of "Tuval" and "Count Pontchartrain," clear Havana made-in-bond cigars, will be discontinued and the business formerly carried on through that office will now be handled by the same personnel in their factory offices in Tampa. This move was made in order that their customers could be better served.

Faber, Coe & Gregg, importers and jobbers of cigars and tobacco, have moved their extensive offices to 206 West Fortieth Street, New York City. In addition to the many fine cigar stands operated by them throughout New York City, they also have the cigar and tobacco privileges on the recently reconditioned "Leviathan," owned and operated by your Uncle Sam.

Adolph Judell, the well-known tobacconist of San Francisco, is the only man in the tobacco industry running for election in that city. Mr. Judell is candidate for supervisor, and has the endorsement of the United Voters' Organization.

REORGANIZATION OF PATTERSON BROTHERS PROBABLE

Creditors of the Patterson Brothers Tobacco Company, at a meeting held in New York City last week, signified their approval of a reorganization of the company and a committee of five was appointed to investigate conditions and report at another meeting in about a week.

Although the firm is solvent it was deemed advisable to call the creditors together. Too large a program of expansion has been followed during the past year in proportion to the capitalization of the company. It was announced at the meeting of the creditors that F. A. DePilis, former vice-president and chairman of the board of directors, was no longer connected with the company.

MORE CIGARETTE COMPETITION

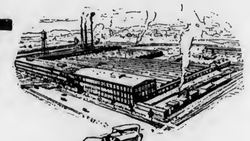
It is now reported that the Great Atlantic and Pacific Tea Company will add to their already miscellaneous assortments, cigarettes. No doubt these will be sold at cut prices, which is in line with their policy, although the cigarette business can hardly be more demoralized than it is at present, *i. e.*, as far as profits are concerned.

It is understood that the innovation will be started only in the small towns at first; probably because there is little price cutting in this line in the small towns at present; but, should the venture prove highly successful, no doubt they will place cigarettes in all their stores in time.

NEW JOBBER IN MILWAUKEE

The Falkner & Moody Company, which now operates a chain store system in Milwaukee, is about to enter the jobbing field also, confining their efforts exclusively to cigars, and no cigarettes or smoking tobacco. The sales organization of this firm has had wide experience and acquaintance in the tobacco trade and the success of the new venture seems assured.

DETROIT



Detroit Confidently Looks Forward to a Record Holiday Trade—Strong Campaign on "Dill's Best" Now on—Frank Hardoin Joins Watkin's Cigar Stores—Fine New Billiard Hall Opened

Detroit, Mich., October 10, 1923.

DETROIT'S cigar manufacturers are reported to be exceedingly busy at the present time. Many factories report an oversold condition with unfilled orders for many million cigars on their desks. The one-fortieth problem is puzzling the manufacturers. The boxmakers are turning out boxes as speedily as possible, and according to reports they are experiencing a splendid business.

The leading retailers report their September business as being very good, the first ten days of October to be above the average, and they are looking forward for a big holiday trade.

"Dynamic Detroit," which has already astonished the world by its growth in population and industry in the last decade now is entering upon the last quarter of what bids fair to be the most spectacular construction year in its history. Permits pass 1922 by more than four million dollars. Total for the year will be between $20,000,000 and $35,000,000.

Charles Bobrow, of Bobrow Brothers, Incorporated, Philadelphia, Pa., was on the list of visitors here last week. The Bobrow brands, "Topic" and "Bold" cigars, are nationally known and enjoy a big sale.

Charles Higgins, manager of the cigar department of Lee & Cady, Incorporated, has returned from a three months' vacation spent touring France, England, Scotland and Ireland.

H. A. McCrary, of San Martin & Leon, Tampa, Fla., called on the trade here last week and reported a very satisfactory business on his line, all along the route covered.

Manuel Fernandez, manufacturer of "Ala Ventana" clear Havana cigars, Jacksonville, Fla., called on the Detroit retailers this week and reported a very satisfactory business along the route covered.

Joe Banker, representing M. Sacks, manufacturer of "Armas del Casa" cigars, was with us for a few days last week. Joe tells me business is fine with him and that he booked a nice, fat, juicy order from our friend, Bert Johnson, whose place is the headquarters for "Armas del Casa."

W. D. Walker, of S. S. Pierce & Company, Boston, Mass., called on the Detroit retailers this week in the interest of his many brands. From reports, W. D. had a very successful trip.

The Watkins Cigar Stores Company are showing "Rey del Rey" cigars in the windows of their David Whitney and Majestic Building stores. The "Rey del Rey" cigars are triangulares shape and retail at 10 cents straight. From reports at the stores this brand is making many friends and is going over big.

Fred Suss, of S. H. Furgatch & Company, manufacturers of "Vega del Rey" cigars, was in our midst for a few days last week. Fred was looking as young as ever, and according to rumors he has been spending the past summer at the Fountain of Youth, somewhere or somehow.

Edward J. Canfield, of the United States Tobacco Company, is sojourning with us again. Edward is conducting a very strenuous campaign on "Dill's Best" eight-ounce humidors and 25-cent pouch packages. According to reports from the retail trade, "Dill's Best" is growing in popularity with the Detroit pipe smokers, who always appreciate and demand the *best* to fill their favorite briars. Mr. Canfield is very enthusiastic over the repeat business he is having on this well-known brand.

Irving Hahn, of R. Steineke & Company, manufacturers of the famous "Aresco" and many other fast selling brands of high-grade exclusive cigars, has been in our midst for several days. Irving says business was never better with him and that his brands are repeating in excellent style in every section of the country. While here, he booked many nice orders for the holiday trade.

Mort Hammer, representing Marcelino Perez & Company, manufacturers of "Tuval," "Redencion" and "Count Ponchartrain" cigars, gave us the once-over last week. Mort always enjoys a good business in Detroit, as his brands are among the leaders of clear Havana cigars. His company is recognized as the foremost bonded clear Havana cigar manufactory in the United States.

Frank Hardoin, for many years associated with the old E. M. Harris Company, and later with the M. G. Soper Company, has accepted a position with the Watkins Cigar Stores Company, as manager of their Majestic Building store. Frank is well known to the smoking public in the vicinity of Cadillac Square and his many friends will be glad to see him in the old neighborhood.

(Continued on page 14)

THE ANTHRACITE REGION
WILKES-BARRE SCRANTON HAZELTON

ONE of Wilkes-Barre's newest and largest recreation parlors is that one on South Main Street, called the "Arcade Recreation," where you can have a game of pocket billiards, a game of bowling, shaving parlor, lunch room, and a very fine up-to-date cigar stand, filled with choicest cigars and cigarettes. Bernie Cohen is the popular owner and a mighty fine fellow and has a big following. Good luck, Bernie.

One of the big sellers in the better grade of cigarettes is the one of Falk's Tobacco Company's "Herbert Tareyton," and their Herbert Tareyton tobacco in the 25 and 50-cent size. Ollie Davis, their local representative, can be given a lot of credit for putting their brands over, as Ollie surely works for their interest. He gets quite a number of window displays and that helps a whole lot.

One of the largest jobbers in Hazleton, Pa., are Swartz Brothers, who carry everything that a real live, up-to-date jobber should carry, and are adding more and more merchandise every week to their well-stocked floors.

The Penn Tobacco Company, of Wilkes-Barre, Pa., are one of the largest manufacturers of stripped tobaccos in northeastern Pennsylvania. Their big sellers throughout northeastern Pennsylvania are the well-known brands—"Penn," "Sterling," "Duco," "Blended D," and "Penco." They are also manufacturing cigarettes now and they are proving a big winner wherever they are put. They are called "O. K.," and believe me, they are O. K. and it is a nineteen to one shot if you smoke an "O. K." cigarette you'll smoke no other. We boost "O. K." Why not?

The Colombo Cigar Store and Barber Shop "on the square" for the last twenty-five years, is one of the best and busiest places in Wilkes-Barre. Jack Groh and Charlie Popky are the popular owners. Their billiard room is the busiest in town and the management is under the direction of the popular Jack Carey.

"Diamond Bill" sez—"Say, how do you do?" to every customer that comes into your place of business, make him feel at home. Your bid of welcome will bring you more trade.

Archie Leven, one of the finest young salesmen in this locality, is always on the go for the Wilkes-Barre Cigar and Tobacco Company. Archie knows nothing but business and my, what a hustler for his firm!

The Star Tobacco Company of Wilkes-Barre, is now the sole distributor for Waitt & Bond "Blackstone" cigars in all sizes and they are now making a big bid in this locality on their twenty-five cents package of five cigars. Ted Walter, head salesman, told me to watch the sales of "Blackstone" grow. Go to it, Ted, and Ted ought to know.

The surrounding towns of Wilkes-Barre have quite a number of up-to-date cigar stores and billiard rooms that do a flourishing business. Such well-known places are the Westside Recreation Parlor, Pugh Brothers Cigar Store, and Everybody's Club Room which are located in Kingston, Pa. All are doing a big business, as the jobbers tell me.

Mrs. Edward Kropp, widow of the late Edward Kropp, is conducting the old cigar stand started by her late husband some years ago and is enjoying a large business. Mrs. Kropp is a well-liked person, and has the pleasure of meeting her customers personally. She has her cases well-stocked with all popular brands of cigars.

One of the nicest packages of five cigars that has reached this territory up to the present time is the new pack of "Muriel" cigars that is put up by the Lorillard concern. It sells for fifty cents and is proving a big seller.

Diamond Bill can tell you from his experience behind the show case, that the package business is already a big profit-maker for the retailer. Instead of just selling your "man" a couple of cigars, offer him a package of five or ten and nine times out of ten you have made this sale. Begin this profitable business of selling him this package and you've made a satisfied customer.

A small display of cigars with a price tag on top, showing your merchandise on top of the case, will sell your goods more freely.

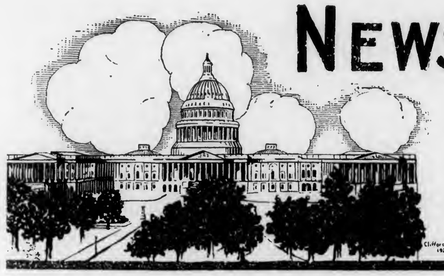
The Pittston Tobacco Company, of Pittston, Pa., are making a big hit with their favorite big-selling cigar "Cortez" through this region, and are having it placed where all good cigars are sold. This tobacco company is only three years old, but they are making some of the old-timers go some for new business. They handle everything in the tobacco business for the good of the tobacconist.

J. Gillespie, Dick Walsh and J. J. Heffernan are the three big retail tobacco merchants of Pittston, Pa.; all of them are doing a big business.

One of the recent visitors through Wilkes-Barre was our old friend George W. Mason, of York, Pa., who has been on the road for the last forty years selling cigars. He has been up to the last few months employed by Josephson Brothers, of New York, but on account of his age, "as he says," he had to take a lighter job and is now selling sponges and chamois etc., on a large scale. He is enjoying good health.

One of the additions to the Cressman & Sons family of big salesmen is Gerald B. Saunders, of Wilkes-Barre, Pa., who has taken over Luzerne County in the interest of their "Manuel" and "Counsellor" cigars. Mr. Saunders up until the first of October was connected with the Sperling Tobacco Company of Wilkes-Barre, Pa. Mr. Saunders is a gentleman and a fine salesman and Cressman & Sons can feel proud of getting a man like Gerald. We wish him luck.

(Continued from Page 24)



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

Washington, D. C.

TWO thousand pounds of tobacco to the acre is the record made on reclaimed land in Montana, and it is probable that as a result of the success of tobacco-growing experiments in that district, tobacco may be made a permanent crop. The tobacco in question was Burley-white, and sold for 50 cents a pound. It was grown by a man experienced in tobacco raising in Kentucky, who was successful in producing leaves as large as seventeen inches in width and forty inches in length. It is probable that efforts will be made by the Reclamation Bureau of the Department of the Interior, which is in charge of the reclaimed land, to have other settlers in the district plant small lots of tobacco and receive instructions in the method of growing and cultivating from the Kentuckian.

Conventions Cause Postponement of Industrial Conference

A large number of trade and other conventions which are now taking place throughout the country made it necessary to postpone the joint conference of manufacturers, distributors and retailers which was to have been held by Irving S. Paull, chief of the Division of Domestic Distribution of the Department of Commerce, on October 11th and 12th. The conference was called off at the request of trade associations whose officials would be tied up with these other conventions. At the present time, the division is proceeding with the preliminary work regarding the elimination of waste in trade and distribution, and has decided to postpone a joint meeting until after the bulk of the conventions have been held. A date for the postponed meeting will be set probably in November.

Increase in Postal Receipts Reflects Business Improvement

The extent to which business has "come back" during the past eighteen months is indicated by the fact that the postal business during the fiscal year ended with June 30 last, increased more than ten per cent. over the preceding year. Figures just compiled by the comptroller general at the request of the postmaster general show that the revenues of the department for the fiscal year were approximately $532,828,000, while the total expenditures were $556,893,000, leaving a cash deficit of $24,065,000. It is claimed, however, that this deficit is merely a paper deficit, as it includes more than $15,000,000 of undischarged obligations carried over from previous fiscal years, and fails to take into account nearly $21,000,000 of undischarged obligations incurred during 1923.

Wise Railroad Legislation Needed

Important problems involved in securing the great development and expansion of railroad facilities that will be needed to handle the enlarged traffic expected in the next ten years, were discussed recently by the Committee on Governmental Relations of the United States Chamber of Commerce. The committee had before it the results of detailed investigations carried on during the past four months, showing the probable amount of future traffic and the additional cars, locomotives and other facilities that will be needed to handle it.

"Existing transportation facilities are already hard pressed to maintain the flow of traffic," declared George A. Post, chairman of the committee, at the conclusion of the meeting. "From a survey of the growth in the past, the inadequacies of the present and the need for tremendously increased facilities for the immediate future, it is evident that hundreds of millions of dollars must be devoted annually to railroad improvement and extensions alone if the pace of development is not to be checked. It is the duty of the people, in the maintenance and advancement of their own welfare, to so shape legislation that the railroads may, under honest, efficient and economical management, be assured of ample revenues wherewith to provide adequate facilities for the required transportation of persons and commodities."

Parcel Post Rates May be Increased

Increased rates for parcel post matter may be asked of Congress by the Post Office Department as a result of a statistical inquiry now being carried on to determine the cost of carrying and handling the several classes of mail.

It is believed that the Post Office Department has been losing heavily on parcel post. Should the figures now being gathered corroborate this opinion, the department will recommend to the Joint Commission of Congress on Postal Affairs that the rates on this class of mail be increased.

September Shows Favorable Trade Balance

The most favorable trade balance recorded since 1921 was registered during the month of September, when exports totaled $381,000,000 and imports only $255,000,000, according to figures just compiled by the Department of Commerce. This trade balance in our favor of $126,000,000 is not only the most favorable in two years, but experts were heavier than for any month since January of this year, while imports were lower than for any month since July, 1922.

(*Continued on Page 16*)

JAPAN NEEDS CIGARETTE PAPER

The total output of the Tobacco Monopoly Bureau, which owns and operates all the cigarette and tobacco factories in Japan, is 23,000,000,000 cigarettes and 61,333,720 pounds of cut tobacco. This industry, says Trade Commissioner Hallock Butts, in a report to the Department of Commerce, requires the use of very large quantities of paper and boxboard. It is the largest single purchaser and consumer of paper in the country. Purchases are not made direct but through the medium of certain local firms designated by the monopoly. These firms have the privilege of submitting bids for all supplies, and contract with foreign suppliers. No sales are made direct to the monopoly. The central organization, however, controls the specifications for the various commodities, and through this control standard specifications are adopted for supplies for the various factories included in the monopoly. This arrangement together with the large quantities required would seem to make this very desirable business for American paper and board mills, because it gives them long runs on large sizes in satisfactory weights.

All cigarettes with mouthpiece as well as cut tobacco are put up in paper packets. The total annual consumption of stock for that purpose is approximately 7700 tons. The paper used for the cigarettes is a medium-sized machine-finish book in sheets, free from ground wood.

All cigarettes without mouthpiece are put up in folded boxboard cartons. The board used is a white patent coated manila back, and the annual consumption is approximately 2000 tons. The cigarettes are also wrapped in tissue paper and tinfoil. A light weight sulphite sheet similar to the sulphite waxing made in the United States is used for small labels for tobacco packages.

The other principle paper items are waxed tissue and strawboard, on which the annual consumption is 6000 reams and 6800 tons, respectively.

The business is highly competitive, but American products have been used to some extent, especially the patent-coated boxboard and the waxed paper, and, says Mr. Butts, the business is of such volume that it is worth while taking all items into consideration.

PARCEL POST PACKAGES REFUSED WILL BE IMMEDIATELY RETURNED

As a result of complaints that postmasters are failing promptly to return parcel post packages refused by the addressee, the Post Office Department has issued instructions that in all cases where the addressee of a parcel of fourth-class matter actually and unqualifiedly refuses to accept it, the parcel must be immediately returned to the sender, provided his pledge to pay return postage appears thereon and there is no request that the parcel be held a specific period of time before being treated as undeliverable. If a specific period of time during which the parcel shall be held before being treated as undeliverable appears thereon, notice is to be sent immediately to the sender that the addressee has refused to accept it, regardless of whether the parcel bears a pledge to pay return postage. A similar procedure is to be followed in the case of C. O. D. parcels.

In sending such notices of undelivery, a notation is to be made that if a second attempt to deliver is desired, money should be transmitted to the postmaster at the office where the parcel is being held sufficient for its postage at the local rate. After the sender of a refused parcel has been notified and he endeavors, through correspondence or otherwise, to persuade the addressee to accept it and the addressee expresses a willingness to do so, the parcel post is subject to a new prepayment of postage at the local rate, to be paid by the sender.

PLANS TO PREVENT PILFERAGE IN TRANSIT

Numerous specific cases of pilferage of export goods have recently been filed with the Transportation Division of the Department of Commerce, it is learned. Although the individual rail carriers and steamship companies maintain costly and efficient police departments which endeavor to abate this evil, pilferage continues, most of the losses being incurred in transit, and most of the police work done by the carriers being performed after the thefts have been committed. These thefts, according to one large exporter, place the foreign purchaser in a position of uncertainty as to whether he will get all the goods he has ordered, and they add to the purchase price of the merchandise a high rate of insurance, putting the American exporter in an unfavorable position to compete on the basis of the actual landed price of the goods. It is pointed out by the Transportation Division that these losses constitute a serious detriment to the individual American exporter's business, as well as to American trade in general, and that some of our foreign customers of long standing are turning toward European markets because of these conditions.

The Transportation Division is now working on methods of preventing pilferage by better packing methods and a closer watch upon goods in transit.

GOVERNMENT RECEIPTS INCREASE

Government receipts so far this year have been materially greater than during the corresponding period a year ago, according to preliminary figures issued by the Treasury Department. During the first three weeks of the new fiscal year, which began July 1, ordinary receipts amounted to $148,629,000, which was $33,895,000 over the expenditures ordinarily charged to such receipts.

Customs collections for the first three weeks of the fiscal year 1924 totaled $29,778,000, as compared with $24,657,000 for the corresponding period of 1923; income and profits tax collections totaled $24,620,000, against $20,320,000 last year, and miscellaneous receipts aggregated $63,479,000, as compared with $58,157,000 a year ago.

UNITED ENTERS RADIO FIELD

Following the lead of many independent cigar dealers in placing radio equipment in a part of their store, The United Cigar Stores Company, has opened a radio department in their store in the Flatiron Building, in New York City, and it is meeting with such success that they are expecting to place a similar department in many of their other stores.

Milwaukee, Wis.—Buxbaum & Company have recently taken on the famous "Blackstone" cigar for distribution. This is made by Waitt & Bond in Newark, N. J., and is a staple Sumatra-wrapped cigar that is fast becoming a leading national seller.

DETROIT NEWS

(*Continued from Page 10*)

Jean LaFond has accepted a position with the Falk Tobacco Company and will help promote the sale of the Falk products in Detroit and vicinity. Jean is now receiving his instructions and training under the tutelage of the well experienced "Dick" Tobin, who has carried the Falk banner to success in the Wolverine State. The Falk Tobacco Company's brands are recognized as the leaders in their class in our community.

Nate Hubert, of the Tobacco Products Corporation, was on the list of visitors here last week.

J. M. Fleischman, representing Villazon & Company, Tampa, Fla., called on the Detroit retailers last week, and reported a very nice business all along the route covered.

I. Rosenthal and Henry Lichtig, of Rosenthal Brothers, manufacturers of the famous "R-B" cigars, were recent visitors to Detroit. The Charles F. Becker Company is the local distributor of the Rosenthal product.

Howard Pinkerton, proprietor of the Pinkerton Drug Company, Bagley and Grand River Avenues, is spending a two months' vacation in Los Angeles, Cal.

Botteas & Pappas have opened a palatial billiard hall at 2539 Woodward Avenue, which is known as the Woodward & Sibley Recreation Company. No expense has been spared in equipment and fixtures; the lighting system is the finest in the city. The billiard tables are the finest that money could buy, and there are twenty of them. An up-to-date cigar stand has been installed and all the popular brands of cigars are on sale. There is a classy barber shop, with six barbers in attendance. The soda fountain is ideal, where one can secure refreshing drinks and sandwiches. These two hustling young business men are to be congratulated in opening up a billiard hall that is second to none in our big city.

Harry Bassett, who has represented Park & Tilford in Detroit and vicinity on "Tilford's," has departed for Kansas City, Mo., where he will promote the sale on "Tilford's." We extend to friend Harry our best wishes for good luck and success in his new territory, but we hate to see him leave the Wolverine State, where he has many friends who will miss his pleasing ways.

James Henry Alway has purchased the cigar stand in the Stroh Building, from the Watkins Cigar Stores Company. Mr. Alway will be on duty daily to take care of the wants of his customers.

J. Eugene Beck, of R. A. Bachia & Company, New York, N. Y., gave the city the onceover last week. Eugene says business is very good with him and that he has booked some fine business for the holiday trade.

Chaffee's Incorporated, located at 11,732 Jefferson Avenue, East, have been appointed distributors of "Planco" cigars manufactured by Ruy Suarez & Company. Ralph Damon, State manager for the company, is on the job promoting the sale of "Planco" and is assisted on the job with Charles H. Robbins and Russell Huber, two experienced knights of the grip.

George Meigs, of A. Amo & Company, Tampa, Fla., is on a visit to the factory at Tampa.

John L. McGuerby representing Grosvenor, Nicholas & Company, Incorporated, New York, N. Y., called on the Detroit retailers this past week, booking up the holiday business for his company.

The M. G. Soper Company, who have operated a cigar store in the Dime Bank Building for many years, have closed their doors. The business was founded by Mel Soper and operated by him successfully for a number of years. Since his death the business has been conducted by Mrs. Soper. Owing to the prohibitive high rent in the new lease, Mrs. Soper was forced to sacrifice the stock and fixtures.

The United States Government considers abandoning the $2 bill because it is unpopular. The unpopularity is based on the belief that the $2 bill is unlucky. THE TOBACCO WORLD is not superstitious about those two-buck bills, so send them to us and receive THE TOBACCO WORLD for one year.

Yours truly,

Mike of Detroit

NEW PIPE BIT STANDS RIGID TEST

To prove to the trade and to the pipe-smoking public that their claims of superior strength and durability for the Duro-Bit Pipe are well founded, William Demuth & Company recently conducted a very interesting laboratory test.

A Duro-Bit mouthpiece, arbitrarily taken from stock, was placed on supports at both ends only. A scale was suspended from the center of the bit and weights placed on the scale. The bit, which measured 3 inches in length and 10½ mm. in diameter, held 85 pounds in weight without breaking.

This is a remarkable demonstration of strength and tenacity as the strain placed upon the bit in this experiment is immeasurably greater than any strain to which a pipe bit is subjected in ordinary usage.

William Demuth & Company maintain that the secret of this enormous tensile strength in the Duro-Bit is the fine quality of rubber used—reinforced by an aluminum tube which is moulded into the rubber throughout its entire length. The metal not only acts as a backbone, but the adhesion of the rubber to the tube, which is moulded in, greatly increases its tensile strength so that the Duro-Bit practically cannot be broken.

This very practical performance proves that it is no mere theory which enables the Demuth firm to unconditionally guarantee the Duro-Bit against breakage.

WASHINGTON TOBACCONIST KILLED

Washington, D. C.—Stepping from a street car platform into the path of an oncoming car, William C. Becker, for many years engaged in the tobacco business in Washington, suffered a fractured skull on October 11, from which his death resulted within a few hours. Mr. Becker was seventy years old.

LINZ.

The "Epco" cigar will be handled in San Francisco by Michalitschke Brothers and Company. This cigar is manufactured by the East Prospect Cigar Company, of East Prospect, Pa., and retails for a nickel.

The "Las Vegas" cigar, formerly manufactured by F. Vega & Company, in Detroit, will be manufactured by the Fleck Cigar Company, in Reading, Pa., in the future.

The New York office of E. H. Gato & Company, will be closed this month and moved to Tampa, where their factory is located.

Spanish Cedar for Cigar Boxes is in "Plentiful Supply"

Notwithstanding reports in the daily press and Trade Papers to the contrary, there is no danger whatever of a scarcity of "SPANISH CEDAR."

The only excuse for the repeated but unsuccessful efforts to impart to other and cheaper materials the virtues of "Genuine SPANISH CEDAR," is the claim of cheapness. So far at least, such attempted economy has only proven expensive.

But, there is no shortage of the Genuine. The requirements of the Cigar Box Manufacturer are amply provided for by the continuous arrival of Shipments, and from the stocks constantly on hand in the United States.

The available supply of trees in the Forests of Cuba, Mexico, and Central and South America, is sufficient for the needs of Generations to come, even if every cigar box used were made of SPANISH CEDAR exclusively.

After all nothing satisfies like a good cigar

"Spanish Cedar Cigar Boxes Make Good Cigars Better"

(*ADVERTISEMENT*)

THE preference of every smoker regarding shape, price and aroma can be invariably met by the store that carries Bayuk Products.

After all nothing satisfies like a good cigar

BAYUK CIGARS, INC.

Originators of the

BAYUK INIMITABLE BLEND and
BAYUK INCOMPARABLE BRANDS
PHILADELPHIA

New York, 119 Lafayette Street Phone Franklin 3166

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CHARLES J. EISENLOHR, Philadelphia, Pa. ..... Ex-President
WILLIAM BEST, New York, N. Y. ..... Chairman Executive Committee
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News from Congress

(Continued from page 12)

Department of Commerce Conferences Promise Improvement in Business Conditions

Representatives of manufacturing, distributing and retailing agencies in the various important commodities conferred with Irving S. Paull, chief of the Bureau of Domestic Distribution, and other officials of the Department of Commerce, on October 10th and 11th, when the results of previous meetings, at which representatives of the three branches have been present, were discussd in an effort to map out the program to be followed by the division in eliminating waste in industry.

This meeting was not only the largest but was also the most important of the series of conferences which have been held since July 1st, when the Division of Domestic Distribution was created by Secretary Hoover. The first thing to be accomplished under the division's program will be the determination of the functions of the manufacturer, distributor and retailer, with a view to preventing the overlapping of the functions of the one on the preserves of the other two. It has been brought out that at the present time the manufacturer very often does things which should be performed by the distributor, while the distributor, in turn, performs services which belong properly to the sphere of the retailer, and in some cases even infringes upon the work of the manufacturer. The duplication of these services, it is pointed out, is a big item of expense in the general industrial structure.

Improvement in Employment Conditions

Employment conditions throughout the country during the month of September were considerably better than during the preceding month, with seasonal dullnes curtailing activity, according to a report just issued by the United States Employment Service. While there was a decrease of one-tenth of one per cent. in employment in general among the 1428 firms reporting to the service, this was due almost entirely to a readjustment in the iron and steel industries, and a slight slackening in the chemical industry, and most of the other major industries of the country show substantial increases in activity. There were no signs of the much-heralded slump in building activity which was anticipated for the fall months, which is taken as a sign that industry in general will hold up well during the winter. A feeling of confidence reigns, it is pointed out by Francis I. Jones, director general of the service, and a spirit of optimism prevails in industrial employment circles throughout the nation.

WHY HIS FACE WAS "MOTTLED"

Little Bill skipped off to school the other day before his mother had a chance to wash his face. The teacher sent him to the basement to scrub up, but the janitor had failed to leave a towel within reach. Bill went up to the school room, however, with the lower part of his face reasonably clean, and the upper part streaked and grimy.

"Why, Willie," the teacher said, "how does it happen that the lower part of your face is nice and clean, while the rest of it is so dirty?"

"Well," said Bill, "they wasn't no towel there, an' that's as high as my shirt would reach."

A Manila Brand

The Success of Your Manila Business Depends on Your Manila Brand

Job-lotting is dangerous. Besides you never can build anything with nondescript, fly-by-night cigars that are here today and gone tomorrow

Put in the Brand That is Going to Carry You on to a Steady, Profitable Business

Manila Importers and Jobbers are offering wonderful values in cigars selling from 5 to 25 cents that win the good opinion of Smokers

List of Brand Builders on Application

MANILA AD AGENCY

(C. A. BOND, Mgr.)

15 WILLIAM STREET - NEW YORK

Phone Broad 1015

I KNOW a foolish dealer—perhaps I should say stubborn instead of foolish—or perhaps it is just plain dumbness.

This dealer is handling and pushing a certain grade of goods. They are fine goods—exceptionally fine—at a very low price. The dealer knows it, and that is why he is pushing them.

But the public don't know it, and they are inclined to give them the absent treatment. The dealer talks till he is blue in the face and until the air is so packed with his words that it won't hold any more. But the public refuses to warm up to his idea, and his sales are very limited in proportion to the energy he exerts to sell.

But he grimly sticks to it. Says he will "educate the public" to know what a good thing he offers, and that in time the demand will come.

All of which is sad!

The proper policy of a dealer is to find what the public wants, and then supply the demand. Go with the tide. Row down the stream, instead of up. Cater to the demand.

Thus, and thus only will a merchant succeed to the fullest measure of his opportunities.

Friend Clerk, do you appreciate the fine points of your job? Have you caught on to the modern spirit, the latest viewpoint of the clerk? Have you realized what a change has come over the thoughts of men regarding him?

A writer picturesquely states it when he says that the selling of goods is a most fascinating game. He says there is a world of interest in the origin and history of the merchandise a clerk handles.

A true salesman is a student of human nature, with a hundred business adventures in the course of a day, each transaction a different problem requiring tact and skill in its solution.

Every man coming in to buy is different from every other man. He requires different treatment. A special study must be made of his temperament and disposition, of his tastes and prejudices, his likes and dislikes. And it requires a fine art, a delicate tact and a high degree of skill to treat every man as his temperament requires. For a sale is not merely handing out a piece of goods. It is accompanying the same with actions, words and facial expression which will give pleasure and satisfaction to the buyer. When this is done skilfully the buyer will feel, all unconsciously to himself, a pleasure in purchasing of that clerk, which will cause him to give preference to that store and that clerk.

If you will get this modern idea, and will by keen interest and hard study, measure up to it, you will fall in love with your work and become a first-rater at it.

Whenever I run across anything written by Charley Schwab—which I am doing every whipstitch—I read it twice, and if possible I cut it out and put it in my file to hand over to you with a few remarks.

For Charley Schwab was a poor boy, working in a steel mill, doing the hardest kind of hard work, with long hours, small pay, and no prospects, apparently, of promotion.

But he plugged away. He kept cheerful. He studied day and night. He learned the job ahead of him. He took a vast interest in his work.

Today he is the chief owner of the Bethlehem Steel Works, and they do say that he pays his right hand man something like a million dollars a year.

That's considerably more than you pay your clerk, I'll wager.

A man that does all this is worth listening to when he talks. Worth reading when he writes.

Here are four little suggestions he recently handed his hearers in a little talk:

"Work hard; hard work is the best investment a man can make.

"Study hard; knowledge enables a man to work more intelligently and effectively.

"Have initiative; ruts often deepen into graves.

"Love your work; then you will find pleasure in mastering it."

An' that's the way to climb to success, me man. Get busy on it.

You are a distributor, and distribution is rapidly becoming recognized as the overshadowing problem of all industry, and it is receiving attention in the same thorough way that scientific development has been studied.

The president of the National Cash Register Company, in addressing his salesmen, stated that the work of selling was much more important than that of making. He said he can easily get trained mechanics to make the machines, but that it requires special skill to sell them.

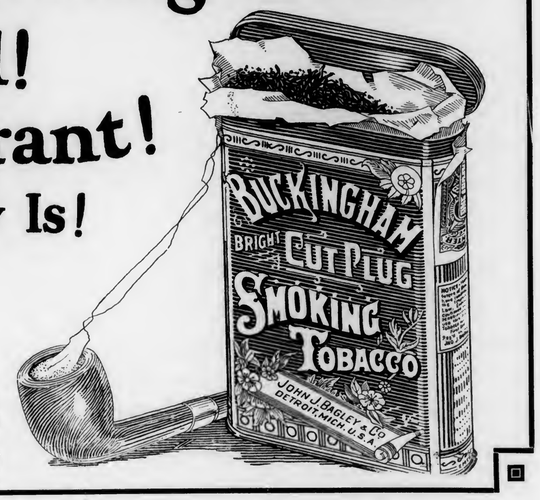
Thus, anybody can make cigars, or tend a machine as it turns out a steady stream of cigarettes, but not everybody can successfuliy run a cigar store.

(*Continued on Page 25*)

BUCKINGHAM

Cut Plug Smoking Tobacco

Wonderful!
Fragrant!
– It Certainly Is!



in the big tin-15¢ everywhere

John J. Bagley & Co.

44 West 18th Street, - New York City

PORTO RICAN

The Tobacco Inevitable to a Good, Mild Cigar

Manufacturers who have been the most successful in "Getting a run" on certain brands of cigars are those who have produced a cigar that is mild to the taste, free in its burning qualities and at the same time fragrant in aroma.

No tobacco in the world combines all these requisites to a good mild cigar in so marked a degree as Porto Rican. In fact, much of the popularity attained by the "Mild Havanas" is attributable to the ideal blending of Porto Rican Tobacco in the filler.

"A WORD TO THE WISE"

Cigar Manufacturers should be sufficient. If you are not using Porto Rican Tobacco at present, try it, and see if your customers are not better satisfied. But

BE SURE YOU GET PORTO RICAN

There is no excuse for paying for something you do not get. By means of stamps of various colors the Government of Porto Rico classifies all Tobacco exported from that Island either in the leaf or as cigars, as follows:

CIGARS

WHITE: Manufactured in P. R. with Tobacco Produced in P. R.
BLUE: Manufactured in P. R. with Porto Rican and other tobacco.
PINK: Manufactured in P. R. with tobacco not a product of P. R.

TOBACCO

WHITE: Genuine Porto Rican growth.
BLUE: Mixture of tobacco grown in P. R. and other countries.
PINK: Tobacco of foreign growth.

For further information about the Guarantee Stamps or Porto Rican Tobacco, write or call

GOVERNMENT OF PORTO RICO
TOBACCO GUARANTEE AGENCY

136 Water Street, New York *J. F. VAZQUEZ, Agent* **TELEPHONE, JOHN 1379**

Members of the industry are cordially invited when in Philadelphia to make the offices of

The Tobacco World

their headquarters, and to make use of our services in any and all ways. For conferences a private office will be placed at their disposal, if desired. Remember the address, 236 Chestnut Street, Philadelphia, Pa.

Telephone, Lombard 1768

TADEMA HAVANA CIGARS

Argüelles, Lopez & Bro.

MAKERS

General Office and Factory, TAMPA, FLA.

Eastern Office
222 Pearl St.
New York

Warehouse
Havana
Cuba

The Far-Visioned Cigar Manufacturer

Protects Present and Future Sales

By Packing His Brands In Wooden Boxes

H. E. BAIR & CO.

HANOVER PENNA.

"Quality Cigar Box Manufacturers For More than Fifty Years"

FUTURE FOR AMERICAN TOBACCO IN HUNGARY

The tobacco industry of Hungary has suffered a considerable decline during the past three years as compared with pre-war years, according to a report of Assistant Trade Commissioner Prentiss M. Terry, at Vienna.

Prior to the war more than half of the crop was exported to Austria, and about 45,000,000 pounds, together with about 13,000,000 pounds of imported tobacco, were manufactured by the twenty factories of the Hungarian monopoly. The products of these factories were distributed through twenty wholesale depots, of which only eleven depots are now within the confines of Hungary.

At present the monopoly imports tobacco chiefly from Dutch East Indies, Brazil, Turkey and Cuba. In 1914 the monopoly imported about 160,000 pounds of tobacco from the United States for use in the Hungarian Virginia-cheroot factory at Fiume, but since the loss of Fiume there have been no further imports of tobacco from the United States. The monopoly intends to erect a factory for the manufacture of Virginia cheroots as soon as its finances permit, and it is expected that Hungary will then import a small amount of American tobacco.

SHUEY PROCESS ELIMINATING TOBACCO BUG

George Shuey, of the Shuey Tobacco Bug Exterminator Service, who has been continuing his experiments to eliminate the tobacco beetle, states that he is now operating his service out of Cincinnati, Ohio, Cuba, Porto Rico, Tampa, Fla. and New Orleans, La.

He finds, so he states, that tobacco of light thin texture, tobacco not cut at the proper time, and leaf forced by commercial fertilizer, is more susceptible to the development of the beetle than other types. He has been experimenting in warm climates during the past year and reports that heat and humidity have a tendency to keep the tobacco in a state of fermentation which is favorable to the development of the bug.

After a year of work which included the treatment of tobaccos in all sections of the country, he states that those who have adopted his sterilization process have met with success in eliminating the beetle.

He will be very glad at any time to have those who are suffering from the devastations of the tobacco bug get in touch with him for a demonstration of his process.

The Utmost in Quality and Service

Cigar Manufacturers' Supplies

Cigar Labels, Bands, Show Cards, Advertising, Cigar Cans, Plain or Lithographed Metal Signs, Packing Devices, Cedar Linings, Display Holders, Tin Foil, Plain, Embossed or Printed. Glass Jars, Pouches, Protector Strips, Paper Specialties, Tissue Wrappers, Tin Paste, Vegetable Glue, Gum Tragacanth, Cigar Makers Bundle Straps, Cigar Boards, Knives, Blades, Cutters, Table Mold Presses, Bunch and Branding Machines.

"EVERYTHING EXCEPT TOBACCO"

2309 RUSSELL ST. **American Box Supply Co.** DETROIT MICH.

REPRESENTATIVES:

J. R. BRADY, 3852 North Park Avenue, Philadelphia, Pa.
JOHN PIPER, P. O. Box 1792, Tampa, Fla. Home Address: 2307 Highland Ave. Tampa, Fla.
GENSIOR TOBACCO CO., 137 McGill Street, Montreal, P. Q.
GOLDBERG & LEONHARDT, 706 Sansome Street, San Francisco, California

RELIABLE FIRMS OF

YORK, PENNA.

"When you know your goods are right, stand firm behind them and push them along, let the world know about your product, advertise the fact and get the results."

H. G. BLASSER & CO.
PACKERS AND DEALERS
Leaf Tobacco
FANCY FLORIDA and GEORGIA WRAPPERS
Stripped and Booked Pennsylvania and Ohio Tobaccos
Samples and quotations cheerfully submitted

C. S. GABLE
CIGAR MANUFACTURER
Main Factory and Office, Queen and York Sts.
Branch Factories: Strinestown, Pa.; Jacobus, Pa.
Maker of "FORUM" Mild Havana Cigar, "DOUGLAS FAIRBANKS," "CERTIFIED CHECK" and "HAMILTON FISH"

Robert Schubert Co.
124 MAIDEN LANE, NEW YORK
SUMATRA and HAVANA
York Office, Queen and York Streets

C. H. Plitt Cigar Co.
MAKERS OF
"Casilda" Cigar," 10c and up
"20th Century," 8c "New Century," 8c
CIGARS OF QUALITY

York, Pa., October 15, 1923.

SAYLOR BROTHERS, jobbers, No. 668 West Market Street, have recently taken on "Popper's 8-Cent Cigar," made by E. Popper & Company, Incorporated, New York, "producers of cigars that satisfy."

Dan Saylor tells us that they have been canvassing their territory thoroughly with this firm's special representative and have had a most gratifying campaign on these goods, having placed this brand in many cigar stores, and the brand is repeating so nicely that they are obliged to order the goods on by express to take care of the numerous orders and calls for the cigar.

S. L. Etter & Son, North George Street jobbers, have also just finished a campaign on "El Poderso" cigar, a high-grade product manufactured by A. G. Fehsenfeld Cigar Company, Baltimore. Mr. Metzgar, special salesman for Fehsenfeld, covered the territory with Sam Etter and to use Sam's own words, "That man Metzgar is a wonder and can certainly sell cigars."

The Fix-Haynie Cigar Company have opened another branch factory to produce more of the "New York Hand Made" cigars. This gives this firm two York factories, one on north Queen Street, and the other at the extreme south end of Queen Street. This additional factory will give them an increase of about a quarter million cigars per week. "Ike" Rojahn is the district manager for the Fix-Haynie plants and is always on the job. To watch "Ike" hustle around will make a lazy man blush with shame, because "Ike" is always in "high gear" and hardly ever slows down.

The Jay-Bee Animated Billboard Advertising Company will run a three weeks campaign for the boys who want to fill the offices of county and city affairs (or are they trying to run from the offices?). We used to hear about the office seeking the man. Ye gods, what a difference nowadays! We are laying bets that the Jay-Bee Board will have not less than 75 per cent. winners on the screen. (Not all runners, even with the price, can get on the Board.)

We will also have a card in colors, advertising our own TOBACCO WORLD, and should there be any one in

(*Continued on Page 22*)

York County Items

(Continued from page 21)

this York County that has not heretofore heard of THE TOBACCO WORLD, we guarantee to enlighten him and show him how much he has been missing by not reading our paper each issue and keeping abreast of things in the cigar and tobacco trade.

C. S. Gable will open a branch factory at Wrightsville the coming week and expects to start with twenty-five to thirty-five cigarmakers. They will produce "Hamilton Fish" and "Douglas Fairbanks" cigars.

Here and there we get a wail from a manufacturer, some that are not quite as busy as others, and then we can look for the usual ancient stuff, this is wrong and that isn't right and they can't see how any one is able to make a living in the game the way things are going, etc. Well, the best advice we can offer is to get busy and not worry about the other fellow, but try to play your own game. The less energy wasted on things that cannot be helped, the more energy saved to do one's own work best.

A. Kauffman & Brother, cigar boxes, are busy and working full force and capacity output.

We were in the new building of W. H. Falker & Son, which they have just finished and moved into. This firm makes the "Joe Aldridge" 10-cent cigar and will now be able to increase their force considerably.

The David Forry Tobacco Company is quite busy on its brands, "Grape Juice" and "Tub" chewing tobacco.

While in Buffalo a few weeks ago we took a run over to Niagara Falls and, like all other "Rubes," we were anxious to again go through the Cave of the Winds. We well remember our first visit to this awe-inspiring scene, some thirty-five years ago, and how we were affected by the trip. Wondered whether or not the same sensation would be ours, but were somewhat disappointed; one can never have the same fear of anything that did not harm him the first time. We did, however, discover that added age and results of many years of inveterate cigar-smoking made us feel glad when we were well out of it and rested up. Next time we will sidestep the Cave of the Winds and let the other fellows see it.

Right here we are reminded of a similar occurrence of running out of "gas". It was last Sunday night coming up from Baltimore, when just within twenty-two miles of York, our car refused to run and it was then that we discovered that we had failed to fill up at Baltimore. Did you ever try to stop another car on the highway and try to beg a little "gas" so you might reach the next filling station? It seemed that when the cars would reach us, they would step on the gas, instead of stopping to see what we wanted. So for two long hours we had the pleasure of waiting until one driver, more courageous than the others, kindly helped us out by furnishing enough gas so that we reached home.

The similarity in this case, means that we have also run out of writing gas.

JAY-BEE.

PORTO RICO GOVERNMENT TOBACCO AGENCY TO PUBLISH PAMPHLET

In order to bring the growers, manufacturers and exporters of tobacco in Porto Rico in closer contact with leaf dealers, manufacturers and wholesalers in the United States, the Government of Porto Rico Tobacco Guarantee Agency, 136 Water Street, New York, of which J. F. Vázquez is manager, will publish a four-page paper called *Tobacco Trade Notes*.

The paper is to be edited by Joseph B. Milgram, former editor of the *Retail Tobacconist;* one issue will be written in Spanish and will reach the members of the industry in Porto Rico. This will be published about the first of the month. It will contain a current market report on Porto Rican tobacco in the United States and such other matter as will keep the Porto Rican tobacco men informed regarding trade developments in this country.

The other will be an English edition, about the middle of each month, which will be sent to manufacturers, leaf dealers and other interested members of the trade in the United States and will contain matter regarding the tobacco industry in Porto Rico.

It is hoped that *Tobacco Trade Notes* will have the effect of making grower, manufacturer and distributors of Porto Rican cigars and tobaccos better acquainted with each other.

Announcement of the coming *Tobacco Trade Notes* in Porto Rico, which was published in newspapers there, has already brought to the Guarantee Agency here offers of co-operation and suggestions regarding its contents.

NATIONAL CONFECTIONERS' ASSOCIATION OFFERS SUGGESTION

An idea which has been originated by the National Confectioners' Association to help you increase your candy sales is a series of holiday candy bags to be displayed in your windows and help you sell more candy, because they draw more attention from the purchaser than a plain bag. For example, the candy industry is trying to build up the custom of having candy in every home on Sunday. Window posters containing the slogan, "Take Home Candy for Sunday," and candy bags which carry the phrase, "Don't Forget Your Sunday Candy," have been prepared to help the retailer put this idea over. Make a display of candy in these bags on Friday and Saturday and you will build up a good week-end business on candy; also display package goods at the same time. Saturday candy sales are and always have been popular. This idea is to further the building up of Saturday sales.

Then again we are using for our valentine slogan, "Make Candy Your Valentine," and Valentine bags containing a big red heart with the phrase, "To My Valentine," and the candy slogan have also been prepared. These bags will help you merchandise your candies on the unit selling basis and will enable you to sell bulk candies as valentines as well as package goods.

Don't fail to take advantage of these ideas—get in touch with your jobber or manufacturer and tell him all this material can be bought from the Publicity Department of the National Confectioners' Association, 208 North Broadway, St. Louis, Mo. They will mean easier and greater sales of candies to you and a more profitable candy department. In other words if you will use this material it will increase your candy turnover.

This copy

is being used in an extensive national advertising campaign featuring Fifth Avenue's Favorite Pipe, made by the world's largest makers of fine pipes.

WDC

This means larger and more rapid turnover for fine-trade dealers who are careful to keep their MILANO stock in good order, well displayed.

Advertising appears in

Saturday Evening Post	Motor Boating
American Magazine	Outing
Field and Stream	Vanity Fair
Life	Sunset
Literary Digest	System

Look ahead

Today's sales are important —but what about tomorrow's?

Build for tomorrow too. Sell cigars that repeat—tomorrow, the next day and the next.

That's the way Girards sell. Smokers try them on reputation and buy them on quality.

Sell Girards and build a bigger, better trade.

Antonio Roig & Langsdorf
Established 52 years Philadelphia

GIRARD
America's foremost cigar

MERCHANTS CIGAR BOX CO.
DALLASTOWN, PA.
MANUFACTURERS OF
CIGAR BOXES & CASES
Dealers in Labels, Bands and Edgings
CAPACITY 15,000 DAILY

If It's Wood— We make them. Anything in Cedar, Veneer, Redwood and Imitation.

If It's Prices— We have them. Let us quote you on your need. Line up with a first class boxmaker for your 1923 requirements.

First Class Cigar Boxes Guaranteed

A DOG-ON GOOD 5¢ CIGAR

You cannot go wrong in handling all or any one of these brands as they are the leading 5 cent cigars.

We are the manufacturers who made it possible for you to buy exceptionally good 5 cent cigars.

East Prospect Cigar Co.
Manufacturers of "Cigars That Sell"
East Prospect : Pennsylvania
SOME TERRITORY OPEN FOR LIVE JOBBERS

EPCO and EPCO HAVANA FIVES
Connecticut Sumatra Wrapped

Wilkes-Barre News

(*Continued from Page 11*)

The J. G. Dill Company, from Richmond, Va., are now placing their "Dill's Best" cut plug in all the cigar stores and wherever cigars and tobaccos are sold. It is proving a big seller throughout this county for a cut plug.

Business in general throughout Wilkes-Barre is gradually getting better, with the miners back at work and all shops and mills working full time. We see nothing better for the old town than this, and the best proof of better Wilkes-Barre is that all our local hotels are filled and many a salesman is compelled to sleep in the hallway. Come to Wilkes-Barre for business and look for Diamond Bill—"He knows."

The real live wire throughout this region for the American Tobacco Company is Tom B. Moore, "division manager." Tom is certainly putting the "Blue Bear" and "Pall Mall" specials over big. Tom is a real fellow and the trade all like him.

The sixth annual convention of the Keystone State Bottlers' Association opened Tuesday, the ninth of October, at the Redington Hotel, with over six hundred members attending. The first speaker on the program was Mayor Daniel Hart, who welcomed the delegates to Wilkes-Barre at this time. The principal reason of these conventions are mainly to the effect of sanitation in their products. The majority of the cigar stores in and about Wilkes-Barre are giving up one of their windows, and displaying a large variety of bottled soda with large posters in windows with wordly sayings thereon. These displays will surely help the sale of sodas as we all know that the hotel bar is getting to be a thing of the past.

Abe Meyers, the popular owner of the cigar stand in the Sterling Hotel, is well known and well liked by the traveling public and I can say that I believe that Abe carries one of the finest stocks and assortments of cigars in Wilkes-Barre. Men of Abe's type are always welcome.

Bayuk Products are enjoying a big sale through this region. Their big sellers are the "Havana Ribbon," "Philadelphia Hand Made" and "Mapacuba" cigars; they are placed all over by their jobbers.

Bill Ziegler, the popular owner of the Orpheum Smoke Shop, has one of the nicest and cleanest cigar stores and billiard rooms in this section. Bill carries a number of side lines, such as laundry agency, soft drink buffet, filled with all good drinks, sandwiches, etc., ice cream, all year 'round, and above all if you wish any information about town call and see Bill—"He knows."

The well-known brands, "Mozart," "Dutch Master," "Harvester," "Adlon" and "Forty-Four" are being distributed by the Sperling Tobacco Company, of which Harry Sperling is president.

DIAMOND BILL.

HUDSON COUNTY TOBACCO COMPANY DISTRIBUTES "NATURAL BLOOMS"

The Hudson County Tobacco Company, which distributes the well-known "Natural Bloom" in northern New Jersey, reports their business on this brand forging ahead rapidly, as a result of the extensive advertising through window streamers and displays.

Business Building

(*Continued from Page 18*)

A large proportion think they can, but they run it in the mud. For proof, consult the "Business Opportunities" of a daily paper, and see how many unsuccessful ones have their cigar stores for sale. Their number is legion.

Running a cigar store is getting to be more and more of a fine art. It is receiving scientific attention. It requires an ever-increasing amount of skill, care, tact, interest and ability. Are you giving it these, or are you just drifting along? Drifting is dangerous in these busy days.

The devotees of the Jimmie Pipe still make accessions from the ranks of the great and mighty. According to the daily papers the Secretary of War has been pursuaded by some ardent pipe fan to tackle a pipe instead of his usual cigars.

According to the papers the Secretary is finding it some job. The light goes out every few seconds, and he is making business brisk for the match factories. It burns his tongue and gives him various other uncomfortable experiences. The tobacco seems strong and heavy and fails to give him that light and contented feeling which the cigar so happily yields.

But his friends encourage him to persevere. They tell him that he will soon overcome these difficulties, and then he will enjoy his pipe in the seclusion of his home and office, infinitely more than a cigar. Just as a man enjoys his old, ragged, faded and dusty housecoat above something fine and dandy, to the great disgust of friend wife.

When this has been accomplished they tell him he will smoke the pipe for solace and for comfort, and smoke the cigar in public and for ceremonial occasions.

PENNSYLVANIA TOBACCO CROP 86 PER CENT.

October 10, 1923.

The weather was generally favorable during September for late crops. Moisture though somewhat below normal was ample in most sections. Light frost occurred but did little damage. Late potatoes, tobacco and all grass lands have shown considerable improvement, according to the report issued today by G. L. Morgan, agricultural statistician, United States Bureau of Agricultural Economics.

TOBACCO

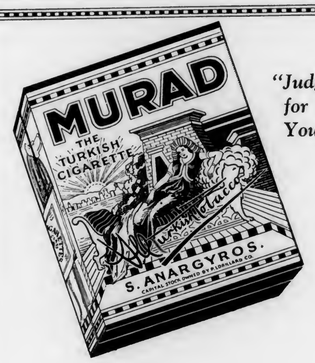
The condition of the tobacco crop at the time of harvest is estimated at 86 per cent. of a normal, indicating a yield of about 1359 pounds per acre and a production of 62,505,000 pounds as compared with 56,760,000 pounds last year and 54,878,000 pounds the average production for the past ten years.

Among Philadelphians seen in the Water Street leaf district in New York last week were Howard F. Pent, of the Coraza Cigar Company and H. G. Vetterlein, of the leaf tobacco house of that name.

A. KAUFFMAN & BRO. INC.
YORK, PA.
ESTABLISHED 1893
MANUFACTURERS OF
CIGAR BOXES
AND
CIGAR BOX LUMBER
WE SPECIALIZE ON
GOLD LEAF WORK

"BEST OF THE BEST"

Manufactured by **A. SANTAELLA & CO.**
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida



"Judge for Yourself"

The world's most famous and largest selling high grade cigarette

Turkish Cigarettes contain no artificial flavoring and are therefore purer and better than other kinds of cigarettes. MURADS are made only of 100% Pure Turkish Tobacco of the finest varieties grown, and are appreciated and desired by smokers who demand the best the world has to offer in cigarettes.

Makers of the Highest Grade Turkish and Egyptian Cigarettes in the World

MURAD

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

DELPHO CLUB:—43,496. For cigars, cigarettes and tobacco. September 27, 1923. Delphos Cigar Co., Delphos, Ohio.

TAMPA'S BEST:—43,497. For cigars. August 25, 1923. N. M. McLeran, Tampa, Fla.

EL CAMPION:—For cigars, cigarettes and tobacco. October 3, 1923. Geo. Schlegel, New York, N. Y. (Originally registered by registrant on January 19, 1911.)

NOTTINGHAM:—43,503. For pipes. October 5, 1923. Joseph T. Snyder, Buffalo, N. Y.

R. L. POLK:—43,505. For all tobacco products. October 4, 1923. American Box Supply Co., Detroit, Mich.

TRANSFERS

EL CAMPION:—36,267 (United Registration Bureau and Tobacco Merchants Association). For cigars, cigarettes and tobacco. Registered January 19, 1911, and October 3, 1923, respectively, by George Schlegel, New York, N. Y. Transferred to Auburn Mercantile Co., Auburn, N. Y., October 2, 1923.

CAMBIO:—16,661 (Tobacco Leaf). For cigars. Registered March 30, 1899, by Sheip & Vandegrift, Philadelphia, Pa. Transferred to the American Box Supply Co., Detroit, Mich., September 28, 1923.

JUDGE HOLT:—35,192 (United Registration Bureau). For cigars, cigarettes and tobacco. Registered November 6, 1908, by Geo. Schlegel, New York, N. Y. Through mesne transfers acquired by A. Kaufman & Bro., York, Pa., and re-transferred to Keystone Cigar Co., York, Pa., October 3, 1923.

NOTTINGHAM:—16,947 (Tobacco World). For cigars, cigarettes, chewing and smoking tobacco. Registered January 12, 1909, by Schmidt & Co., New York City. Transferred to D. Emil Klein Co., Inc., New York City, and re-transferred to Joseph T. Snyder, Buffalo, N. Y., July 5, 1922.

TAMPAVANA:—34,147 (Tobacco Journal). For cigars, cigarettes and tobacco. Registered April 7, 1908, by The Moehle Litho. Co., Brooklyn, N. Y. Through mesne transfers acquired by the American Box Supply Co., Detroit, Mich., and re-transferred to the Lluis Cigar Co., Tampa, Fla., July 6, 1923.

TAMPA VANA:—25,325 (Tobacco Journal). For cigars. Registered March 15, 1902, by Schmidt & Co., New York City. Through mesne transfers acquired by the American Box Supply Co., Detroit, Mich., and re-transferred to the Lluis Cigar Co., Tampa, Fla., July 6, 1923.

DUKE OF MANTUA:—19,190 (Tobacco World). For cigars, cigarettes, cheroots and stogies. Registered December 2, 1909, by The Moehle Litho. Co., Brooklyn, N. Y. Transferred to Lincoln & Ulmer, New York City, and re-transferred to Jacob Rich, New York, N. Y., September 18, 1923.

LA MAGNITA:—22,309 (Trade-Mark Record); 50,449 (Patent Office). For cigars. Registered February 10, 1900, and March 20, 1906, respectively, by Abraham Siegel, New York City. Through mesne transfers acquired by S. H. Furgatch & Co., New York City, and re-transferred to A. Siegel & Sons, Inc., New York, N. Y., June 20, 1923.

CANCELLATIONS

MANUEL GAYOSO DE LEMOS:—43,474. For all tobacco products. Registered September 10, 1923, by The Moehle Litho. Co., Inc., Brooklyn, N. Y.

FLEET STREET:—43,492. For all tobacco products, pipes and smokers' articles. Registered September 24, 1923, by R. J. Seidenberg Co., Buffalo, N. Y.

FOOD FOR SERIOUS THOUGHT

The following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of Internal Revenue collections for the month of August, 1923. (Figures for August, 1923, are subject to revision until published in the annual report.)

Products	*August, 1922*	*August, 1923*
Cigars (large)		
Class A .....No.	261,671,803	231,043,090
Class B .....No.	143,480,922	143,453,448
Class C .....No.	223,782,597	229,804,667
Class D .....No.	9,667,863	9,360,226
Class E .....No.	2,560,996	2,603,337
Total .....No.	641,164,181	616,264,768
Cigars (small) .....No.	60,498,280	37,506,487
Cigarettes (large) ....No.	1,005,642	951,021
Cigarettes (small) ....No.	6,373,890,453	5,858,334,123
Snuff, manufactured ..lbs.	3,454,811	3,385,893
Tobacco, manufactured, lbs.	38,020,972	32,786,654

Note: The above statement does not include tax-paid products from Porto Rico and the Philippine Islands. This information is shown in supplemental statement.

SUPPLEMENTAL STATEMENT

Tax-paid products from Porto Rico for the month of August.

Products	*August, 1922*	*August, 1923*
Cigars (large)		
Class A .....No.	8,552,575	6,702,175
Class B .....No.	1,547,900	1,999,160
Class C .....No.	3,591,480	3,732,650
Class D .....No.	5,450	3,500
Total .....No.	13,697,405	12,437,485
Cigars (small) .....No.	2,000,000	1,000,000
Cigarettes (large) ....No.	10,000	30,000
Cigarettes (small) ....No.	5,030	42,000

Tax-paid products from the Philippine Islands for the month of August.

Products	*August, 1922*	*August, 1923*
Cigars (large)		
Class A .....No.	17,644,400	16,224,387
Class B .....No.	551,750	340,875
Class C .....No.	56,928	74,857
Class D .....No.	.....	.....
Class E .....No.	580	5,156
Total .....No.	18,253,658	16,645,275
Cigarettes (large) ....No.	300	.....
Cigarettes (small) ..No.	62,530	141,660
Tobacco, manufactured, lbs.	503	18

Note: Quantities of tax-paid products shown in above statements are indicated by stamp sales reported for the month.

NATIONAL EXPOSITION HEADQUARTERS

The Hotel McAlpin has been appointed official headquarters for the show exhibitors, and for banquets and meetings, in connection with the Second International Tobacco Industries Exposition, to be held at the Seventy-first Armory, January 28 to February 2, 1924.

The McAlpin Hotel is within two short blocks of the Armory and special service will be given to all people connected with the Tobacco Industry on account of them all congregating at this hotel, which also houses the official executive offices of the National Exposition Company.

This will help to keep everybody under one roof during the week of the show, which will make it convenient as well as pleasant for all concerned.

CIGAR BOXES

Dependable service—Quality packages—to meet any requirement in the Wooden Containers for Cigars

The WOODEN package is the retainer of AROMA from Factory to Consumer

The Buckley Cigar Box Co., 24 Vine St., DESHLER, OHIO.

After all nothing satisfies like a good cigar

The Buckley Box Co., 1106 West Town St., COLUMBUS, OHIO.

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
WESTERN REPRESENTATIVE:
PAUL PIERSON
139 North Clark Street, Chicago, Ill.
Cigar Labels, Bands and Trimmings of Highest Quality

OSCAR PASBACH, PRES. J. A. VOICE, SECY. & GEN'L MANAGER
PASBACH - VOICE
LITHOGRAPHING CO. INC.
ART LITHOGRAPHERS
GRAND STREET AND MORGAN AVENUE
BROOKLYN, N. Y.
CIGAR LABELS - CIGAR BANDS

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
2309 Russell Street Detroit, Mich.
Corner of Gratiot Street
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

SINCE 1870
CIGAR BANDS CIGAR LABELS
SPECIAL PROCESS
WM. STEINER SONS & CO.
257-265 W. 17th St. - New York City
Sole Distributors for New Model Cigar Banding Machine for Ungummed Bands

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

The Celebrated Dill's Best
Long Cool Smoke
Dealers CAN NOW GET DILL'S BEST SMOKING TOBACCO THROUGH ANY REGULAR JOBBER
J. G. DILL CO.
RICHMOND, VA.
Manufacturers of HIGH GRADE SMOKING TOBACCO.

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VOLUME 43 NO. 21

THE TOBACCO WORLD

The Panatela
10c straight
Box of 100—$9.50

The Invincible
15c straight
Box of 50—$7.00
Box of 5—75c

The Perfecto
2 for 25c
Box of 50—$6.00

After all nothing satisfies like a good cigar

3 Sizes 3 Prices

—but the same standardized uniformity in all

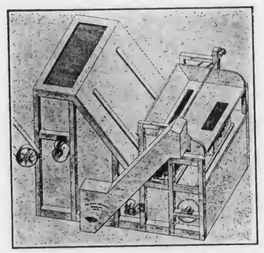
By the standardization of our purchases, our blending processes and manufacturing methods on a huge scale, it is possible to offer you this cigar of standardized uniformity and distinctive value that is unique in the tobacco industry.

The assortment of shapes and sizes illustrated (*actual size*) is for your convenience, both as to size of cigar you like to smoke and price you pay—the *filler* is the same, *all-Havana*.

A General Cigar Co. National Brand

Rob't Burns Cigar

JOHN H. BAKER SCRAP CUTTER AND SEPARATOR



A Scrap Cutter and Separator that really does separate

Write for descriptive matter and new price

Cigar Manufacturers Making Short Filler

CIGARS

Will do well to try our

Blended Scrap Havana Aroma

On the market since 1902

Twenty years giving satisfaction right along

HAS A FINE AROMA

CAN'T TELL IT FROM THE REAL HAVANA

Write for sample and price

Baker Tobacco and Cigar Machinery Company

YORK, PENNA.

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST. PHILA., PA.

WOODEN BOXES
are better

They Improve The Bouquet of the Cigar

Cigars are a vegetable product, they age and mature better in Wooden Boxes. The wood adds a mellowness and richness to the qualities with which the cigar has already been endowed by nature.

and for these 5 other reasons:

1. IDEAL DISPLAY: Compact, varied and eye-catching window and counter displays are most easily gotten with Wooden Cigar Boxes. With a little imagination you can show all kinds of effects and combinations with Wooden Cigar Boxes. Wooden Cigar Boxes do not have to be juggled for striking displays; they only need to be arranged.
2. CONVENIENT: Practically all cigar store windows and show cases are particularly designed for the showing of Wooden Cigar Boxes. They permit the use of all the space. No space wasted. No time lost.
3. BETTER PRINTING: There is no comparison between Wooden Cigar Boxes and substitute containers when it comes to beauty of printing and lithography. You can do almost anything with wood, while the possible treatments of other kinds of packages are very limited.
4. PERFECT AGING: Cigars age normally in wood, retaining their natural aroma from factory to smoker.
5. SATISFACTORY SELECTION: A smoker likes to see the whole length of a cigar in the box. He wants to compare the size, shape and color of the various brands and types you show him. Another point where a Wooden Cigar Box always wins the approval of the smoker.

Ask the manufacturer of Quality Cigars why he uses Wooden Boxes. He has learned they have no substitute.

THE BEST CIGARS ARE PACKED IN WOODEN BOXES

Best When Packed After all nothing satisfies like a good cigar *in Wooden Boxes*

"BEST OF THE BEST"

OP'TIMO CIGARS — VERY MILD

Manufactured by **A. SANTAELLA & CO.**
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

"For Gentlemen of Good Taste"

SAN FELICE
2 for 15c

TWO GOOD CIGARS

EL VERSO
10c—2 for 25c—15c
THE DEISEL-WEMMER CO.
MANUFACTURERS - - LIMA, OHIO

LA PALINA
IT'S JAVA WRAPPED
CIGAR
The cigar with the universal taste appeal. Sales in every section of the United States prove that La Palina will permanently satisfy any man who enjoys a fine cigar.
La Palina advertising is making more La Palina Smokers every day. New factories are being opened to provide for the the increasing demand.
Are you getting your share of this La Palina business?
More than one hundred and fifty million sold yearly.
CONGRESS CIGAR COMPANY
Philadelphia

SHEIP & VANDEGRIFT
INCORPORATED
NELSON M. VANDEGRIFT, President
CIGAR BOXES
QUALITY AND SERVICE
812-832 N. Lawrence St. Philadelphia, Pa.

LA MEGA
Clear Havana Cigar
MADE-IN-BOND

LA MEGA is made only in the finer grades.
More than 50 shapes and sizes to select from.
Prices and terms cheerfully furnished upon application.
V. GUERRA, DIAZ & CO.
TAMPA, FLA.

A CIGAR is known by the company it keeps. Bayuk Products keep good company. Experienced smokers know that the quality that pleases never varies.

After all nothing satisfies like a good cigar

BAYUK CICARS, INC.
Originators of the
BAYUK INIMITABLE BLEND and
BAYUK INCOMPARABLE BRANDS
PHILADELPHIA
New York, 119 Lafayette Street Phone Franklin 3166

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

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CHARLES J. EISENLOHR, Philadelphia, Pa. .....Ex-President
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HARVEY L. HIRST, Philadelphia, Pa. .....Vice-President
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CHARLES DUSHKIND, New York, N. Y. .....Counsel and Managing Director
Headquarters, 5 Beekman Street, New York City.

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GEO. E. ENGEL, Covington, Ky. .....Treasurer
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LOUIS A. LASSETT .....Treasurer
HARRY BLOCK .....Recording Secretary
LEO RIEDERS, 200 W. 118th Street, New York City .....Financial Secretary

NEW YORK CIGAR MANUFACTURERS' BOARD OF TRADE

JOSEPH WINNICK .....President
SAMUEL WASSERMAN .....Vice-President
ARTHUR WERNER, 51 Chambers St., New York City..Secretary and Treasurer

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

FOR SALE

H. UPMANN & COMPANY
Junta Liquidadora

In compliance with a resolution taken by this Board, in its meeting celebrated the 18th of June last, and duly authorized by the "COMISION TEMPORAL DE LIQUIDATION BANCARIA," there will be sold at public auction the business of the cigar factory "H. Upmann," together with its industrial brands, the price to be paid only in cash.

1. The auction will take place in the city of Havana, at the office occupied by the Junta Liquidadora de H. Upmann & Co., on the 30th of November next, at three o'clock p. m.

2. Licitators will have to deposit beforehand with the Board an amount in cash equal at least to ten per cent. of the price stipulated for the auction, without which condition they will not be admitted. These deposits will be returned to their respective owners immediately after the auction, except the on corresponding to the highest bidder, which will be retained in deposit as guarantee for the fulfillment of his obligation, and, in such case, as part of the price.

3. All of the expenses for documents, certificates, legal expenses and the corresponding registration fees, are to be paid by the purchaser, and it being admitted to make bids ceasing the object to a third party.

4. The properties which will be jointly sold at auction are the following:

A. The Cigar Brand "H. Upmann" With Its Annexed Brands, Labels and Patents of Any Kind Which Could Be Registered in the Name of H. Upmann & Company, or Hermann Upmann and Albert Upmann, to Be Sold for the Price of $400,000.

The Board will consider any propositions which may be made, but reserves the right to accept or refuse them, at its convenience.

The brand "H. Upmann" being especially affected to the payment of a credit of $197,059.66, plus interest at the rate of 8 per cent., per annum, the purchaser will assume the obligation of paying same directly to who may result to be owner of same, deducting same from the amount for which the properties described in this paragraph "A" may be adjudicated to him.

B. The Stock of Leaf Tobacco, Elaborated Tobacco, Labels, Furnitures and Fixtures of the Factory, Car for the Conduction of Goods, Machinery for Making Cases, Accounts Payable and Accounts of Goods in Consignation.

The value of these assets is of $258,874.54, as per balance of 30th September last. All of it may be examined by those interested in the auction within fifteen days before the date stipulated for the same, and will have to be paid for the sum which the books of inventory and stock will show on the day of the auction.

5. The Board reserves the right to accept or refuse any offers which may be made.

6. In case that no person will present any proposition jointly for the business of the factory and its industrial brands, the Board will consider the propositions which may be made for the properties named in paragraph "B."

7. After the offer has been accepted, and after the definite approval of the COMISION TEMPORAL DE LIQUIDACION BANCARIA, the purchaser will be obliged to pay the price within a term of fifteen days, against the execution of the corresponding documents.

C. M. SOTOLONGO, Presidente.

Havana, October 9th, 1923.

FOR SALE—ONE COMPLETE SET NEWTON-STOAKES LETTERING PENS, with inks and complete instructions for making nifty show cards and price tickets. Absolutely new. Address Box 451, care of "The Tobacco World."

WANTED

WANTED—A POSITION AS SUPERINTENDENT. Twenty-seven years of experience as a manufacturer of cigars; hand, mold or suction. A man that knows how to get results. Address Superintendent, care of "Tobacco World."

SITUATION WANTED

A CAPABLE CIGAR FACTORY EXECUTIVE AGGRESSIVE with initiative and executive ability to handle large factory or factories, capable of starting chain of factories; will be open for position shortly. Address Box Z, care of "The Tobacco World."

All successful men use the toasted process in their business!

THEY call it Efficiency. But it amounts to the same thing.

Because, stripped of its purely technical significance, the Toasted Process is efficiency by another name. It represents the last ounce of effort which, in all the productions of men, distinguishes the isolated examples of quality. Toasting the tobaccos in LUCKY STRIKE CIGARETTES adds 45 minutes to the cost of production, but it seals in the flavor.

And we would rather save the flavor than the time.

© Guaranteed by The American Tobacco Co. INCORPORATED

CHANGE TO THE BRAND THAT NEVER CHANGES

After all nothing satisfies like a good cigar

The coming Tobacco Industries Exposition, to be held at the 71st Armory, Park Avenue and 34th Street, New York City, January 28th to February 2nd, inclusive, 1924, is daily developing into a bigger and better Show than the Tobacco Industry has ever had.

It has the co-operation of the Tobacco Salesmen of the United States—the men who are on the "firing line" and in close touch with all branches of the trade, as well as virtually being the points of contact between the trade and thousands of consumers.

The Trade Press is exhibiting and co-operating with the Exposition Management, as well as with all exhibitors in the Show—all for the best interests of the Industry.

The daily newspapers throughout the country have already started to boost the Exposition and we have been assured they will continue to do so.

"Live wire" concerns representing nearly every branch of the Tobacco Industry have signed contracts for spaces, and others are daily arranging for their exhibits.

If YOU haven't signed for your space, get in touch with

THE EXECUTIVE COMMITTEE
OF THE
NATIONAL EXPOSITION COMPANY
HOTEL McALPIN Broadway and 34th Street NEW YORK CITY
Suite 332 Telephone, Pennsylvania 5700

YANKEE BUNCH MACHINE

SAVES 30% TO 40% ON BINDERS.
MAKES BUNCHES EQUAL TO HAND MADE.
PRODUCES MORE CIGARS AT LESS COST.
WORKS EITHER LONG OR SHORT FILLER.
INEXPERIENCED GIRLS QUICKLY TAUGHT.

Made in five sizes —4", 4½", 5", 5½", and 6" wide

Millions of nationally known brands are now being made in factories equipped with this machine.

The original cost is so small you cannot afford to buy any other machine.

American Box Supply Co.
2309 Russell St. DETROIT, MICH.

Get the Utmost in SALES and ADVERTISING Values from your Cigar Containers by Packing Your Brands Exclusively in Wooden Cigar Boxes.

We Manufacture Quality Cigar Boxes and render prompt Service.

PHILADELPHIA CIGAR BOX COMPANY
621 W. SUSQUEHANNA AVE.
PHILADELPHIA, PA.

Harry Blum's
NATURAL BLOOM
QUALITY CIGARS

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Volume 43

THE TOBACCO WORLD

Established 1881

Number 21

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, NOVEMBER 1, 1923 Foreign $3.50

EDITORIAL COMMENT

THE desire of some of the larger manufacturers to offer their cigars for sale in packages that can be sold at prices to fit the pocketbook of almost every smoker is emphasized by the increasing use of the pasteboard packs holding five or ten cigars.

This may have the desired effect of increasing sales and cigar consumption. This is certainly an opportune time of the year to give it a thorough trial and possibly build up a steady demand for this style of package.

With the larger manufacturers a tremendous production is immediately necessary in order to give the pocket-pack thorough distribution. It will also afford the opportunity to determine whether the experiment will be at all successful, and if so where the strong points of sale are.

For some time the pocket-pack has been used by several manufacturers, but it has represented a comparatively small part of their production.

Various packings appear from time to time, but disappear because they are not economically sound. A little success on the part of any manufacturer with a shape or package or both, is invariably followed by a flood of other manufacturers attempting the same thing as a method of increasing sales. But it does not always follow that where one manufacturer can succeed, all can succeed. This has been demonstrated more than once.

We are ready to boost any legitimate activity that has the appearance of helping the cigar business, and particularly the sales of the retailer.

As regards this package proposition we have our doubts that it will ever reach any large volume with any brand.

Well-known brands can of course be sold to a certain extent in any kind of a fad package, but it is usually a poor investment for the manufacturer who is seeking to introduce his goods.

The package that has a decided advantage over all other forms of packing will ultimately triumph.

But the consumer is the man who will determine the kind of package that suits him best, and all the advertising in the country won't make him buy an unsuitable container more than once.

The pocket-pack has a doubtful value for the man who is moving about very much. It doesn't go very well into the upper inside or outside coat pocket, and in the lower pocket it offers a fair opportunity for breakage.

It isn't a very dignified article to pass around in the home, and it certainly does not demonstrate class when laid upon the office desk.

It seems to us that from the jobbing and retail standpoint it must have a rapid turnover to be successful, and to reach the smoker in acceptable condition.

If the small retailer is not successful in moving them rapidly, he is going to have dry stock on his hands, and the average retailer can't afford very much of that.

We very much doubt the economy of the package from the viewpoint of the manufacturer, retailer or smoker, and to us its chief point of merit is that it may be productive of more sales and more cigar smoking.

We don't believe that the general display and use of this pocket-pack has reached a point yet where it can be established that it has greatly increased sales.

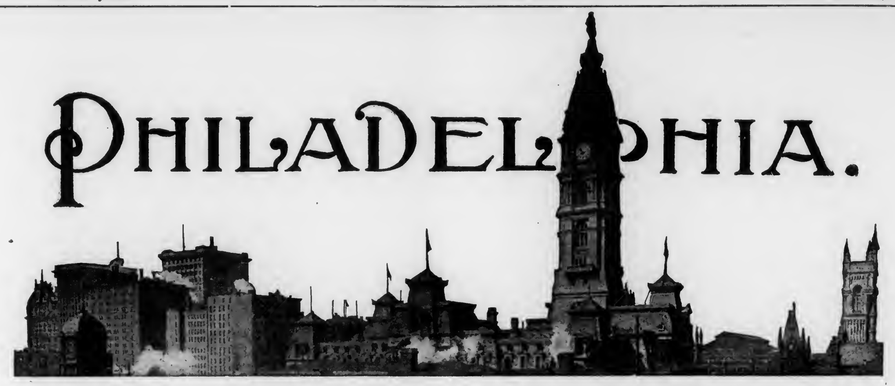
We will be very happy indeed to have any manufacturer, jobber or retailer, submit figures that can be proven, that will establish exceptional points of merit, or prove our theories wrong.

EACH year thousands of members of the cigar and tobacco industry journey to New York, long accepted as trade headquarters for practically all lines.

While it is true that New York is the home of many of our greatest cigar corporations, cigarette companies, and leaf tobacco firms, nevertheless, Philadelphia has much to offer to trade visitors.

(*Continued on Page 9*)

PHILADELPHIA.



HOLIDAY BUSINESS BEGINS

Business in the tobacco markets is showing signs of steady improvement, and dealers are expressing themselves as satisfied with business conditions for this season of the year. Jobbers are receiving a good volume of orders for delivery for the holiday business, although orders for immediate delivery are rather light.

Business in the leaf markets is making a good start and Florida crops are being billed in large quantities. The Havana market is also showing considerable activity. Outlook for holiday business is exceedingly bright.

CHARLES J. EISENLOHR RESIGNS

Ben R. Lichty, president of Otto Eisenlohr & Bros., Incorporated, has issued the following statement:

At a meeting of the Board of Directors of Otto Eisenlohr & Bros., Incorporated, on October 24, 1923, the resignation of Mr. Charles J. Eisenlohr, as chairman of the board, was accepted.

This was in accordance with Mr. Eisenlohr's intention at the time of the sale of his stock interests to other members of the corporation a little over a year ago, and his resignation means no change whatever in the policy or management of the company.

Mr. Eisenlohr will continue to maintain a personal office at the headquarters of Otto Eisenlohr & Bros., Incorporated.

ANTONIO ROIG AND LANGSDORF REORGANIZE

It is announced that the property and business of the firm of Antonio Roig and Langsdorf, as a going concern, has been transferred to Roig and Langsdorf, Incorporated, a corporation under the laws of the State of Maryland. The new firm has assumed and will pay all the debts and obligations of the old company.

This firm is the well-known manufacturer of the famous "Girard" cigar and was established in 1871. The reorganization was brought about mainly to obtain additional capital in order to take care of increased business possibilities.

Charlie Bobrow, of Bobrow Brothers, manufacturers of "Bold" and "Topic" cigars, was a recent visitor in Milwaukee, in the interest of their brands. The Milwaukee Cigar and Tobacco Company is the distributor for Bobrow products in Milwaukee and surrounding territory.

UNITED LEASES STORE AT FIFTEENTH AND CHESTNUT STREETS

It was announced last week that negotiations had been completed whereby the United Cigar Stores Company have leased the store at Fifteenth and Chestnut Streets, formerly occupied by the Western Union Telegraph Company.

The store fronts twenty-seven feet on Chestnut Street and fifty-five feet on Fifteenth Street, and the annual rental to be paid for the first five years is understood to be $38,000. The total amount involved for the term of the lease is understood to be about $600,000.

TOBACCO TRADE NOTES

The first English edition of *Tobacco Trade Notes*, the official organ of the Government of Porto Rico Guarantee Agency, has just come to hand, and it contains a statement that although this edition was necessarily gotten out hurriedly it is a fair sample of what future editions will be. If all the editions are as interesting and instructive as the first one, there is no doubt of the success of the venture. A copy of the new law in regard to the regulation of sales of tobacco and cigars exported from Porto Rico is contained in the first edition and there seems to be little likelihood of misrepresentation being made to the purchaser of Porto Rican tobacco in the future, and at the same time the taxes and penalties do not seem to be burdensome to the producer.

"DILL'S BEST" IN HANDY CAN

"Dill's Best" smoking tobacco is being displayed in a handsome half-pound can, retailing at sixty-five cents, in many of the leading Philadelphia stores. The attractiveness of the can makes it possible to be used for various purposes after the tobacco has been used.

"Cinco" cigars are being displayed in various packings in Milwaukee and are proving very popular. The tin humidor, the pocket pack, and the wooden box are being displayed in many stores.

William Bythiner, leaf tobacco dealer of Philadelphia, was a visitor to the Water Street leaf market last week.

Lyman G. Baum, of A. Santaella & Company, manufacturers of "Optimo" cigars, has returned from Chicago, where he has been attending the funeral of his mother.

AMERICAN ABSORBS TOBACCO PRODUCTS

One of the biggest tobacco mergers for some time is brought to light by the announcement that the American Tobacco Company has taken over the manufacturing properties of the Tobacco Products Corporation.

The deal involves a total of a quarter of a billion dollars, consisting of an initial payment of $12,000,000, and a guaranteed payment of $2,500,000 annually for ninety-nine years.

The plan calls for the acquisition by the American Tobacco, which is controlled by the Duke interests, of all the manufacturing assets, including trademarks, supplies, plants and equipment, leased or owned by the Tobacco Products Corporation for a period of ninety-nine years. Tobacco Products will retain its holdings in the United Cigar Stores Company of America common stock, the Tobacco Products Export Corporation and the Stephano Brothers.

There will be no affiliations between the American Tobacco Company and the United Cigar Stores Company or any of the subsidiaries retained by the Tobacco Corporation.

The chief object of the consolidation is to promote the brands of cigarettes, cigars and tobacco manufactured by the Tobacco Products Corporation and its subsidiaries. There will be no change in the present management, it is stated.

Great economies are anticipated from the merger, which will materially increase the earnings of the American Tobacco Company. This company's earnings are estimated at about $3,000,000 annually and it is expected that they will be increased so that the company, after the payment of the $2,500,000 to Tobacco Products, will acquire from the investment a profit of $3,000,000 annually.

The cash position of the American Tobacco Company is good and it is stated that the company will not be forced to go into the money market to make the $12,000,000 payment.

J. M. Dixon, president of the Tobacco Products Corporation, which is controlled by the Whalen interests, announced that the stockholders would receive full notice of the deal in a statement to be issued on the calling of a special stockholders' meeting. He said that all classes of stockholders would find on reading the complete statement that the transaction was of great benefit to them all.

FREE BEER IN READING

Many residents of Reading were treated to free 4 per cent. beer on last Saturday due to the emptying of twenty-six vats containing the anti-Volstead beverage into the sewers. This festival was put on to release the Reading Brewing Company from the $50,000 bond held by the Treasury Department. Within a very short time after the 2800 barrels had been released the sewers overflowed and the streets were soon full from curb to curb, and it was only a very short time after that before the residents were scooping it up in every possible container. A riot call was sounded for the police but they were powerless to stem the tide. In some places the high-powered beverage spouted from the manholes like geysers.

Last week George W. Green, of the Reading Tobacco Company, purchased the brewery to be used as a tobacco warehouse, and it was of course necessary to dispose of the beer in the vats. It is supposed that the 4 per cent. solution had been in the vats since before prohibition.

Editorial Comment

(*Continued from Page 7*)

Here in Philadelphia will be found the headquarters of many famous and nationally known brands. Our leaf tobacco houses are numerous and competent to care for the needs of the cigar manufacturer.

Those who come to the East from a distance should not fail to visit Philadelphia, and, if time allows, it is only a few hours ride to the heart of the wonderful leaf tobacco growing sections of Pennsylvania and the legion of smaller cigar manufacturers in and about the cities of Reading, Lancaster and York.

Pennsylvania produces more cigars than any other state, and probably manufactures more large selling brands than any other state.

In Philadelphia will be found the head offices of the manufacturers of such widely-known brands as "Cinco," "Philadelphia Handmade," "Havana Ribbon," "Prince Hamlet," "Mapacuba," "Girard," "Bold," "Topic," "Counsellor," "Flor de Manuel," "La Palina," "La Tosella," and many others.

If a visitor has the time, he will find here scores of interesting places to visit. There are beautiful drives, the famous Fairmount Park, historic spots such as Valley Forge and many others closely identified with the nation's history, within easy distance of the city.

Industrially Philadelphia has more diversified manufactured products than any other city, and is known as "The Workshop of the World."

Several new hotels have opened recently, and more are rapidly rising, assuring all who visit the city of ample hotel accommodations.

We are proud of our city. We want our industry to get thoroughly acquainted with it. Come to Philadelphia and a hearty welcome awaits you. Visit the offices of the Tobacco World or call us up, and we will do our part to help you know our city.

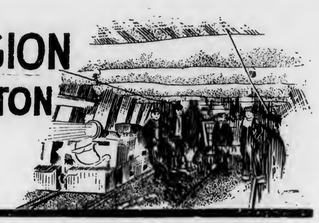
F. LOZANO, SON & COMPANY DISCONTINUE

F. Lozano, Son & Company, Tampa, Fla., and nationally known manufacturers of fine clear Havana cigars, have discontinued the production of their brands and have leased their factory to Corral, Wodiska y Ca. It is understood that all orders now on hand will be filled in full. Corral, Wodiska y Ca. began manufacture of the "Bering" brand in the factory on October 29th with more than one hundred hands at the benches. This indicates that the very heavy orders on "Bering" will probably be well taken care of by the end of the holiday rush.

MANUEL PEREZ NOW IN TAMPA

Manuel Perez, formerly located in New York, has arrived at the factory headquarters of Marcelino Perez & Company, in Tampa, and will make his home in that city. He finds the factory fully occupied with orders and they have put on the overtime schedule, so that no one will be disappointed at the holiday season. "Tuval," "Redencion" and "Count Pontchartrain" are all in heavy demand, and the made-in-bond stamp, backed by the reputation of this fine clear Havana house, guarantees to all the character of their product.

THE ANTHRACITE REGION
WILKES-BARRE SCRANTON HAZELTON



Wilkes-Barre, Pa.

DIAMOND BILL, local representative of THE TOBACCO WORLD, has received word from Kaufman Brothers & Bondy, one of the largest and finest pipe manufacturers in the world, that their Julius Weiss and his able assistant, Harry Herz, will be in Wilkes-Barre soon, with their line of pipes, and all smokers' articles for the holidays. Mr. Weiss has been with the Kaufman Brothers & Bondy Company for many a year, and is now contemplating making a change and being more on the "inside," so he is breaking in Harry to take his place. But it will be a long time for "Harry" to be what "Julius" is today, as Mr. Weiss is one of the finest and best-liked men on the road. We hate the day of coming in losing the right to see Mr. Weiss always on the job for Kaufman Brothers & Bondy. But he is getting older every day and can not get around as fast as he used to, so "Diamond Bill" can only say for him, good luck and best wishes, and you're always welcome at "Diamond Bill's."

J. Robinson, special factory man for "Girards," was a recent visitor through the coal fields in the interests of that well-known and good seller, "Girards." Mr. Robinson was showing his cigars in many sizes and shapes, at popular prices. He reports business as fine.

Tom Carlin is some live boy. The reason we say so is because we know. Tom is certainly a real live fellow, and what a salesman! He has had a few good jobs, but at the present he has a position and a good one. The Imperial Tobacco Company, Scranton, Pa., knew of Tom's good salesmanship and offered him this position of special cigar man for the above concern, and it is a sure thing that Tom is making good. His big selling cigars are "Peter Schuyler," "Popper's Ace" and "Rose-O-Cuba" and he is placing them big all over.

The Liberty Tobacco Company, of Scranton, Pa., is the distributor of the "Girard" cigars in Luzerne and Lackawanna Counties. Frank Hoefner is their local salesman and a mighty fine fellow.

A show case and a counter display of a package of five or ten cigars will help your sales. "Try your luck today." "Diamond Bill" knows!

A few of the leading cigar merchants throughout Luzerne County are Frank Moss, Kearney & Mangan and Brand's, of Plymouth, Pa., Jack Bednick, John J. Thomas and a United agency at Nanticoke, Pa., the Crossin Brothers, of Luzerne, Pa., Dick Walsh, J. and W. Gillispee and J. J. Heffernan, of Pittston, Pa., West Side Recreation Room, Everybody's Club Room and Pugh Brothers, of Kingston, Pa. The above business places are on the suburbs of Wilkes-Barre and all conduct cigar stores and billiard rooms, who carry a number of side lines to help along, are doing a wonderful business. They say that business is getting better right along and they ought to know, as these towns are all good-sized towns and doing fine now as the miners are working full time, and when the miners are working we all look for big business.

I see that the General Cigar Company are now using the new slogan in their advertisements, "After all, nothing satisfies like a good cigar." Let all cigar manfacturers and cigar merchants make it a "NATIONAL" slogan. "LET'S DO."

Fred D. Saunders, special "man" for the Cressman Cigar Company of Philadelphia, Pa., was a recent Wilkes-Barre visitor. Fred says that he is doing "Manuel" labor and with the aid of "Counsellor" expects to do a big business in Luzerne County. If Fred is any relation to "Gerald B.," Cressman's local representative, we would like to know as both are good hustlers and both are good-looking(?). Let us hear from you.

P. Lorillard Company, cigar and tobacco "wonders," are making a big hit with their timely and unique advertising on "Muriel" cigars through this region. A movel idea is employed in the shape and construction of their ads. Their strong slogan for this cigar is, "It takes a Muriel to match a 'Muriel'" and it certainly catches the eye. This cigar is distributed through the coal fields by the Star Tobacco Company and the Lorillard Company can feel proud in getting this live concern to handle their cigar. It is a winner wherever it is put.

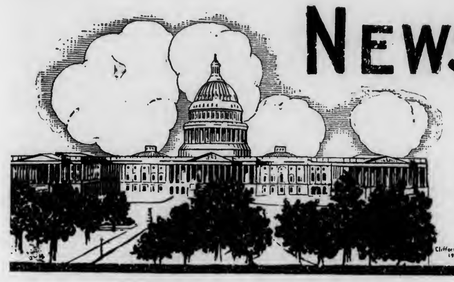
The oldest cigar store and billiard parlor in Wilkes-Barre is the one on Public Square, the proprietor being none else but the popular Mose Heistand. Mose is one of the best billiard shots through this region. Besides conducting his cigar store and billiard room, Mose does some jobbing on the side and Mose sure does get around fine for an old fellow.

The "White Owl" and "Robert Burns" cigars are put on the market by the General Cigar Company and are distributed through Scranton, Wilkes-Barre and Hazleton by the W. H. Coon Company of Scranton, Pa. This concern is a real hustler and besides jobbing cigars and tobaccos they sell all kinds of sundries for cigar stores, drug stores, hotels, bars, candy stores, etc. More power to you!

Frank Farrell, manager of the cigar store and billiard parlor of William Kearney, on the Square, is a well-liked boy. Frank is always on the job for the interest of "Bill" and has many friends. Kearney's store is well-equipped with all kind of cigars; has five barber chairs and five billiard tables.

The John J. Bagley Tobacco Company, of New York City, who has been making the "Buckingham" smoking tobacco in the ten-cent package and the fifteen-cent tin are now manufacturing a "Buckingham" cigarette at fifteen cents per package of twenty which

(*Continued on Page 19*)



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

Large Amount of American Tobacco Destroyed in Japan Earthquake

Washington, D. C.

NEARLY nine million pounds of tobacco were destroyed in the recent earthquake in Japan, according to a cablegram just received at the Department of Commerce from the commercial attache at Tokio. Included in the tobacco lost in the disaster, the cablegram states, were 1800 hogsheads (about 2,250,000 pounds) of American tobacco, and 6,300,000 pounds of Japanese tobacco. These figures confirm the preliminary estimate of the tobacco section of the department made on September 27th, in which it was stated that approximately 2,500,000 pounds of American tobacco had been destroyed.

The cable also states that the Asakusa factory in Tokio was completely destroyed, and the Yodobashi, Shiba and Akabane factories in Tokio were partially destroyed. The Japanese Tobacco Monopoly expects to maintain its former rate of output by the increased production of the unaffected factories and by repairing the three damaged factories in Tokio.

In response to the many inquiries from the leaf tobacco trade, immediately after the disaster the bureau cabled its representative in Japan to ascertain the effect of the fire and earthquake on tobacco stocks in Tokio. The preliminary statement was based on information in the files of the tobacco section and the first cable reply from Japan, which stated that from meagre details obtainable at that time it appeared that one-fourth of the stocks of American tobacco had been destroyed.

Japan is an important market for American-grown Bright Flue-cured tobacco, having purchased during the past three years about 3,000,000 pounds annually. The exports from the United States to Japan, so far this year, amount to 2,340,00 pounds, of which 1,276,000 were exported in August. It is probable that the August shipments did not arrive in Japan before the disaster. Consequently, the Japanese tobacco monopoly may not be forced to enter the market in the immediate future to replace the stocks of American tobacco which were destroyed, yet these stocks will have to be replenished sooner or later.

Tariff Commission Meets Obstacles in Gathering Necessary Data

Considerable difficulty has been encountered by the United States Tariff Commission in collecting information needed for carrying out the provisions of the Fordney-McCumber tariff law, and it may be necessary for some members of the commission to visit Europe for the purpose of establishing official contact with various foreign governments. It is declared that it has been found impossible on several occasions to obtain any information whatever regarding cost of production and other matters required in ascertaining the propriety of our tariff rates, while in other cases the material supplied by foreign firms has been found to be in variance with the facts.

Germany and France at present appear to present the most difficult problems. In each country, difficulty has been experienced in many instances when agents sought full facts on which to compute the difference in production costs at home and abroad. The result is that, with respect to some commodities, the investigation of rates has been held up completely while the commission determines its policy. In some instances in Germany production cost data was absolutely refused on the ground that any data supplied would be of no value because of the chaotic economic conditions.

Interstate Commerce Commission Asks Early Hearing on Mileage Case

The Interstate Commerce Commission has appealed to the United States Supreme Court to advance to a date for early hearing the case involving the right of the commission to require the issuance by the railroads of interchangeable scrip coupon tickets. Both the commission and the various traveling men's organizations are anxious that the case shall be settled with as little delay as possible. In this they are not opposed by the railroads, who seek merely a determination of the commission's authorities in this respect rather than to delay judgment of the matter.

It is the contention of the carriers that their finances at the present time will not permit the issuance of any form of mileage at a rate lower than that charged for individual trip transportation. On the other hand, the Interstate Commerce Commission decided that the traveling men who spend a large part of their time on the railroads are entitled to a rate lower than that enjoyed by the person who makes but one or two railroad trips a year. In arriving at this decision, the commission was greatly influenced by the testimony of the traveling men to the effect that the high railroad rates were making it necessary for them not only to cut down the length of their trips, but to reduce the number of men on the road.

Exports of Tobacco From Soviet Russia Forbidden

Exports of tobacco from Soviet Russia have been forbidden by the Government, according to information just received at the Department of Commerce. This action was taken as a result of investigations by the Consul of National Economy, which showed that, since the total supply of tobacco in the entire territory

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DETROIT

Detroit Factories Experiencing Splendid Holiday Business
—Langfield & Steele Move Factory to Detroit—
Tom Monroe Returns From Hunting Trip—
R. A. Holmes Joines P. R. American
—J. F. Williams Returns

Detroit, Mich., October 25, 1923.

DETROIT is growing all the time, thousands of people are coming here each month. The prosperity and growth of our city is being talked of everywhere and is the admiration of the nation. Our numerous industries and mammoth factories are producing raw material and finished products as never before, all lines of industry are reported busy.

Detroit-made cigars are popular with the smoking public in practically every section of the country, so accordingly all cigar factories in our city are reported to be breaking all previous records in the production of our well-known brands. Several of our factories have on hand all the orders that they can handle, and are operating their plants to capacity, with many millions of cigars on back order.

The retail cigar trade in general is picking up very good, and many of our leading retailers report improved conditions during the past few weeks. The jobbing trade is holding up very well, and the majority of our wholesalers are looking forward to a very busy and successful holiday business. Collections are reported to be slow, and there is a tendency to tighten up on credits on this account.

Mannie M. Freeman, of Sidney J. Freeman & Sons, manufacturers of "Sidsons," and United States agents for "La Flor de Intal" and "Magallanes" cigars, was on the list of out-of-town visitors who worked the trade here last week. Mannie reports his business as never better, also stating that their factories were far over-sold and that it was impossible to take on any new accounts for the balance of the year.

The Langfield & Steele Cigar Manufacturing Company, manufacturers of "El Parcial" and "Heinegabubeler" cigars, have removed their factory from Benton Harbor, Mich., to Detroit, and are located at 4155 St. Aubin Avenue. The company has been in the cigar manufacturing business for the past twenty years, and is headed by H. E. Langfield, who looks after the manufacturing end, and J. M. Steele as outside man and business getter. The "El Parcial" brand is Java wrapper and Havana filled, retailing at ten cents to three for fifty cents. The "Heinegabubeler" brand is a broad leaf smoker, a very generous size and the biggest value on the market for ten cents. This smoker "Heinegabubeler" has been on the market for the past twenty years and enjoys a big sale in the Windy City. The company expects to put on several salesmen to promote the sale of their brands in the Dynamic City.

Lilienfield Brothers & Company have leased a location in the Michigan-Lafayette Building (Michigan Avenue side), and will open up an up-to-date cigar store, specializing on high-grade domestic and imported cigars. Harry Fink has been secured as manager and Al Porter as his assistant. These two expert salesmen have been connected with one of our chain store companies for a number of years and are well versed in the retail game from every angle. THE TOBACCO WORLD extends to the officials of the company, manager and his assistant our best wishes for a very successful business.

John Ryan, of Ryan & Raphael, Chicago, Ill., distributors of the famous "Lucius" cigars, called on the leading retailers and city clubs here last week. John reports his brand as selling very good all along the route covered.

R. A. Holmes has accepted a position with the Porto Rican-American Tobacco Company and will work on "Portina" and "El Toro" cigars in Detroit and the state. Mr. Holmes was formerly associated with the company and has spent several years working on these two well-known popular brands.

John P. Glaccum, of William Glaccum, Newark, N. J., called on the trade here last week and reported a very successful business trip throughout the Middle West.

N. B. Hubble, representing the Standard Cigar Company of Pittsburgh, Pa., manufacturers of "Dry Slitz" stogies, is conducting a very effective campaign on his brand here.

Vice-President Tom Monroe, of the Speitz Cigar Company, and Chas. Bird, of the Chas. Bird Cigar Company, have returned from a hunting trip in the wilds of northern Michigan. The trip was very successful and the hunters bagged a nice assortment of the feathered flock, but ask Charles about the black bears; if he refuses you the dope, see "Mike of Detroit," he has all the information.

Al Gaines, the popular downtown salesman of Lea & Cady, Inc., and booster of "La Palina" cigars, is confined to Harper Hospital and is reported seriously ill.

Charles F. Becker, of the Chas. F. Becker Company, Detroit distributors of "Robert Emmet," "Webster," "Blackstone," and numerous other popular selling brands, has returned from a business trip to New York and Newark, N. J.

(*Continued on Page 24*)

Spanish Cedar for Cigar Boxes is in "Plentiful Supply"

After all nothing satisfies like a good cigar

Notwithstanding reports in the daily press and Trade Papers to the contrary, there is no danger whatever of a scarcity of "SPANISH CEDAR."

The only excuse for the repeated but unsuccessful efforts to impart to other and cheaper materials the virtues of "Genuine SPANISH CEDAR," is the claim of cheapness. So far at least, such attempted economy has only proven expensive.

But, there is no shortage of the Genuine. The requirements of the Cigar Box Manufacturer are amply provided for, from stocks constantly on hand in the United States and by the continuous arrival of Shipments, from the Tropics.

The available supply of CEDARS in the Forests of Cuba, Mexico, and Central and South America, is sufficient for the needs of Generations to come, even if every cigar box used were made of SPANISH CEDAR exclusively.

"Spanish Cedar Cigar Boxes Make Good Cigars Better"

(*ADVERTISEMENT*)

WHAT a simple thing it is to get an interesting show window display!

I know a cigar dealer who caught half a dozen sparrows—just the common English sparrows that we see anywhere, everywhere. He put them in his window with a few branches of trees, an old robin's nest, and sprinkled cracked corn on the floor.

His placard read: "Just Common English Sparrows. Nothing More. But the Goods in This Window Are Not Common. Carefully Selected. The Superior Kinds and the Prices Are Strictly Right."

Do you know, that window attracted lots of attention? Do you know why? I'm jiggered if I do, though I have spent hours trying to find out.

It shows, though, that you don't have to go to the uttermost confines of the earth to get things that interest. Just ordinary, common things with life and motion, seem to have a fascination for humans—and you can always make a placard which connects the objects under consideration with the goods you have to sell.

You will find the study of the show window and how to make it attractive is one of the most fascinating you can take up, and it will pay big dividends in real coin.

I am in receipt of a letter from a clerk in a cigar store. Says he is ambitious. Wants to get ahead. Wishes to amount to something. No opportunity where he is, he states, and wishes me to suggest some avocation by which he may succeed in larger measure than his present.

The letter gives me pleasure. Shows he reads the Business Building Department. Shows he has confidence in the judgment of the writer, and shows a commendable act of initiative.

In reply I would say that unless nature has endowed him with a special talent for some particular kind of work that it would be well for him to stick right where he is for a while. Let him tell himself with the utmost earnestness that it isn't the business which makes a man successful. It is the MAN himself. A highly developed and efficient man will work his way up, no matter what business or position he holds at present. A second-rater will be a half-failure regardless of the promising business or the opportunities which lie before him.

There are big successes even in the most unpromising looking business. There are lamentable failures in the most prosperous lines of endeavor.

It is all in the MAN.

In the first place, get interested, hungrily interested, in work. Call it play, call it recreation, call it your hobby, call it your pleasure. Even train yourself to take pleasure and perform well the hard and monotonous tasks of your line of duty.

Subscribe to a journal on advertising, window dressing, retail merchandising. Read them carefully. In each of them you will see one or more books advertised, relating to those lines of endeavor. Buy a book of each. Study them. Take the very heart out of them and put in your brain. Have a notebook and put in it the important facts, hints and suggestions you run across in your business journals and business books.

You will soon have a number of the most precious business gems, which theoretically will make a first-rater of any man. Then practice these gems in your business.

Take pride in your window dressing. Learn how to dress the window with the least possible cost. Take pride in the art of selling—of suggestions, or handling human nature, of making friends. Take pride in the appearance of the goods in the store. Learn the value of rapid turnover, and display the most rapid sellers to the best advantage. Develop yourself as you develop your store. Dress well, stand erect, look people in the eye as you talk. Have a cheerful look in your countenance, and a smile on quick tap.

When you have thus developed yourself if the store where you are does not respond with increased trade and increased remuneration and opportunities for you then you will just naturally locate yours where your talents will be needed and where you cannot fail to realize your ambitions.

But don't forget it is the MAN.

Mr. Cigar Man! unless you are busy as a bee in a molasses barrel perhaps you can learn a profitable lesson from the druggists.

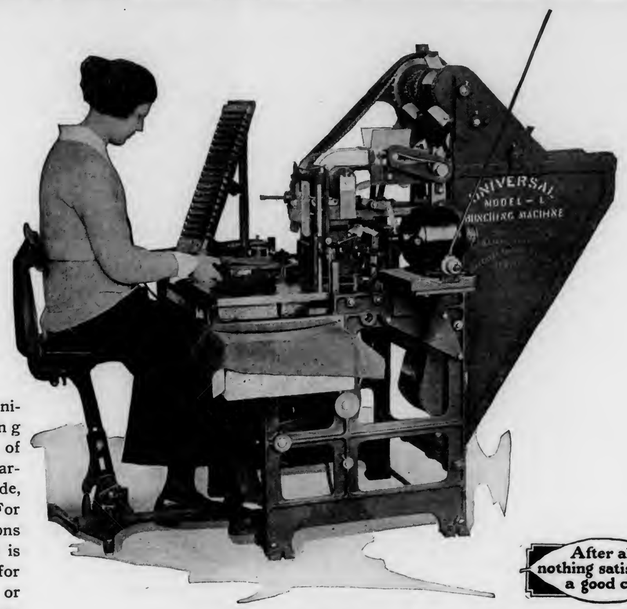
Not so many years ago the druggist was one of the dignified men of the community. He sold drugs. Nothing else. And he was proud of it. He wore a long-tailed coat, sometimes a high hat, and his dignity was so heavy that it made him round shouldered. But he got poor, poor fellow; the seat of his breeches was shiney, and his plug hat grew rusty. Then he reformed.

He continued selling drugs, to be sure, but he gradually "took on" other merchandise, handling anything from umbrellas to chewing gum.

And he's making money. You bet!

He is making so much money out of his assorted merchandise that many of him have pushed the drugs

(*Continued on Page 23*)



After all nothing satisfies like a good cigar

THE Model L Universal Bunching Machine is a saver of time and money, a guarantee of finely made, good smoking cigars. For the following ten reasons the Model L Universal is highly recommended for working short filler or large size scrap tobacco:

1. Straight or shaped work, both well done.
2. Makes right or left hand bunches perfectly.
3. Uniform size and weight of bunches assured.
4. A very substantial saving in labor cost.
5. Handles large size or mixed ***cut*** scrap filler of unequal sizes.
6. A long, even rolling for better smoking qualities.
7. Damp or dry tobacco handled with equally good results.
8. Low cost of upkeep; does not easily get out of order.
9. The easily, adjustable weighing scale meets all requirements as to changes in sizes of tobacco and weather conditions.
10. Fluffy filler because the tobacco is lifted from a hopper—a decided improvement over the gravity method of feeding.

The Model L Universal Short Filler Bunch Machine

Price $500

Complete with Folding Chair and 1/6 H.P. Motor

(F. O. B. Newark, N. J., U. S. A.)

A specially designed folding chair goes with the Model L Universal Bunching Machine. Complete satisfaction for both manufacturer and operator goes with it too.

Motor furnished to be AC 1/6 H. P., with wood base and wire connection (our Standard), 110 or 220 volt, 60 cycle, single phase; or DC 1/6 H. P. with wood base and wire connection (our Standard), 115 or 230 volt. Motors varying from these specifications are special motors and subject to our prevailing prices.

Demonstration Upon Request

Universal Tobacco Machine Co.

116 West 32nd Street, New York, U. S. A.

Factory: Newark, N. J., U. S. A.

News from Congress

(*Continued from Page 11*)

of the Soviet Republic, including the crop of 1923, will not exceed 700,000 poods, while the annual requirements of the tobacco industry of the republic amount to about 513,000 poods, and it is therefore deemed inadvisable to permit any to leave the country.

Tobacco Consumption Increases in Austria—But Cigars Lose

Tobacco consumption in Austria is increasing, according to figures just received at the Department of Commerce from the assistant trade commissioner at Vienna, giving the production and sales for the calendar year, 1922.

According to the report, eleven factories were in operation during the year, an increase of one factory over the preceding year, and their production included 235,720,000 cigars, 4,042,571,000 cigarettes, and 10,467,820 pounds of smoking and chewing tobacco. These figures are decidedly heavier than those for 1921, when production included 194,022,000 cigars, 3,309,771,000 cigarettes, and 8,365,720 pounds of smoking and chewing tobacco. Sales of the Austrian tobacco monopoly included 169,695,000 cigars in 1922, as compared with 171,581,000 in 1921; 3,599,954,000 cigarettes, as compared with 3,175,525,000; and 10,110,980 pounds of chewing and smoking tobacco, as against 6,963,440 pounds. No reason is given for the decline in cigar sales as compared with 1921, nor can the decline be attributed to the poorer financial conditions of the Austrian public, since there was little or no change in that respect in the two years.

Tobacco Industry Heavily Taxed as Compared With Other Industries

With the exception of income and excess profits taxes, tobacco today is the heaviest taxpayer on the Government's list of taxable sources, according to figures just made public by the Bureau of Internal Revenue. Of total collections of $364,155,902 reported for the month of September, income and excess profits taxes amounted to $279,111,807, and tobacco taxes amounted to $27,434,461, or approximately one-third of the remaining $85,000,000. The September collections from tobacco were approximately $1,500,000 less than those of the month of August, although only $400,000 less than those of September, 1922. As compared with the month of August, the greatest decline in September tax collections was recorded in small cigarettes, from which $16,702,609 was received in September, against $17,575,427 in August. Collections from large cigars dropped from $4,072,201 in August, to $3,980,499 in September, while those on chewing and smoking tobacco dropped from $5,901,600 to $5,544,786. With the exception of large cigarettes and cigarette papers and tubes, on both of which slightly increased collections were reported, all other items in the tobacco division registered decreases in September.

During the first quarter of the current fiscal year, ending with September, a total of $84,100,381 was collected from the various taxes on the tobacco industry, which does not, of course, include the amount paid by the industry for income and excess profits, capital stock transfers and other items on which all industries and business men are taxed.

Senator Suggests Reduction of Taxes

The reduction of some of the war taxes now carried in the revenue law, and repeal of others is proposed by Senator Smoot, who will this year be chairman of the Senate Finance Committee. Possibilities of reducing the revenue taxes by a half billion dollars were discussed by Senator Smoot, with President Coolidge and Secretary of the Treasury Mellon at the White House.

Senator Smoot's proposals include a reduction of surtaxes, making the maximum 33⅓ per cent. instead of 50 per cent. as at present; exemption from taxation of all incomes below $2000, and probably those below $3000; the reduction of taxes on incomes between $3000 and $10,000; and a reduction of $75,000,000 on certain of the special taxes.

These changes can be made in the revenue law, declares Senator Smoot, provided Congress does not get extravagant and there is no attempt to pass a soldiers' bonus bill. Under the present system of conducting the Government operations, the reductions in revenue, which would aggregate approximately a half billion dollars, would not be a source of embarrassment. Before effecting any sweeping changes, however, it will be necessary, it was pointed out, to learn what Congress proposes to authorize in the way of expenditures and, if the present appropriations are exceeded, how the money shall be raised.

Second United States-Mexico Trade Conference Called

Exporting and importing firms, chambers of commerce and other organizations interested in trade with Mexico have been invited by the American Chamber of Commerce of Mexico City to attend the second United States-Mexico trade conference, to be held in that city in September of next year. The arrangements for the meeting are in the hands of a large and representative committee, headed by the president of the American Chamber in Mexico City and including a large number of well-known business men. Among the subjects already chosen for discussion are agencies and agents compared with branches with stocks; opportunities in various industries, and many other themes of practical value.

THE TAX SITUATION AND THE COMING CONGRESS

With the time for the convening of the new Congress (Monday, December 3d) rapidly approaching, it seems timely to submit a few observations concerning the probability of a downward revision of the taxes on cigars, cigarettes and tobacco.

While some doubt is expressed in official and political circles as to the likelihood of a new revenue measure being passed at the coming session of Congress, it is apparent that a strenuous movement in that direction is now on foot and that a strong effort will undoubtedly be made to secure the enactment of a bill effecting a reduction in taxes.

The tobacco industry is unfortunately still paying the extraordinary tax rates imposed as a war measure and it would seem only fair, therefore, that if there is to be a reduction of taxes, the taxes on tobacco products should be substantially reduced.

We hope that it is unnecessary to give assurance that at the opportune time, the T. M. A. will make every proper effort to secure a substantial reduction of the tax rates now paid by our industry and that our members will be posted with our usual promptness and dispatch with respect to any important developments in the situation.

1903

1923

Twentieth
ANNIVERSARY

A Unique Record

Not another cigarette that was popular when Fatima was introduced, over twenty years ago, has a big national sale today.

Fatima has out-distanced them all, maintaining its sales-leadership over all other brands at or above its price. This record marks it as the most skillful blend in cigarette history.

Today Fatima is everywhere recognized as the one cigarette of really exceptional quality at a reasonable price.

FATIMA

LIGGETT & MYERS TOBACCO CO.

BUCKINGHAM

Cut Plug Smoking Tobacco

Wonderful!
Fragrant!
– It Certainly Is!

in the big tin-15¢ everywhere

John J. Bagley & Co.
44 West 18th Street, - New York City

SECOND TOBACCO INDUSTRIES EXPOSITION OFFERS LARGE OPPORTUNITIES

The second International Tobacco Industries Exposition to be held January 28th to February 2d at the Seventy-first Regiment Armory, New York, and with various conferences, banquets and other events of, by and for, various branches of the industry at the armory and the Hotel McAlpin, promises to be vastly larger, more complete and comprehensive and consequently of greater value to the entire industry in both trade channels and to the general public or tobacco consumer, according to Harry A. Cochrane, president of the National Exposition Company, managers of the tobacco show.

Porto Rican Government Tobacco Agency, C. A. Bond and David F. Morris, Philippine tobacco agents, representing the United States Bureau of Insular Affairs, and the Connecticut Valley Tobacco Association will have interesting exhibits, the latter promising a miniature tobacco shed or curing barn and the largest cigar ever made.

Leaf tobacco will also be shown by Durlacht Brothers, H. Duys & Company, Max Gans Sons, Incorporated, Hamburger Brothers & Company, Selgas & Company, Charles J. Waxelbaum, Isidore Cohen, Cullman Brothers and others.

Cigar exhibits have already been arranged for by Bobrow Brothers, Incorporated, Josephson Brothers, Frau & Pena, United States Bureau of Insular Affairs, Manila cigars, Porto Rico Government, C. H. Wilson, Incorporated, Ca Gral De Tobaccos De Filipinas, Determann & Company, H. L. Judell & Company, E. M. Elam, Henry Ottenberg & Company, Henry W. Peabody & Company, Lake Cigar Company, Manila Cigar Company, M. F. D. Scanlan, Marx Brothers Cigar Company, Philippine Tobacco Company, Sidney J. Freeman & Sons, Wooley & Company, S. Frieder & Son and others.

Among the machinery exhibits will be the Universal Tobacco Machine Company showing Model L Universal short filler bunch machine, 1922 planetary gear driven stripping and booking machine, model M Universal non-booking stripping machine, model F Universal stem crushing and booking machine, model F Universal stem crushing non-booking machine, model E-1 wrapper register, model D-2 wrapper register, model C-3 and model J leaf counting device. Other machinery exhibits will be made by Himoff Tobacco Machine Company, Miller, Du Brul & Peters Manufacturing Company, Read Machinery Company, Cardwell Machine Company and others.

Prominent in the list of additional exhibitors already signed for space are Adolph Franka Company, Incorporated, lithographic goods; Heywood, Strasser & Voigt, labels, bands and advertising matter; Alfred Orlik, pipes and smokers' articles; F. E. Richardson & Company, gum, paste and licorice; Rochester Folding Box Company, Peter J. Schweitzer, Incorporated, cigarette papers; Tobacco Trade Journal Company, World Match Company, Tobacco World Corporation, United States Tobacco Journal, Master Tobacco Pouch Company, Griffin Chokr Company and the National Board, Tobacco Salesmen's Associations of the United States.

It's a pleasure to smoke them!

CHANCELLOR
Cigars

MILD
FRAGRANT

After all nothing satisfies like a good cigar

Wilkes-Barre Notes

(*Continued from Page 10*)

is proving a big seller. The tobacco and cigarettes have a wonderful aroma and sure do smell great when smoked in a closed room.

The "Chancellor" cigar is proving a big winner around these diggin's. It is a very mild smoke and is distributed by the Dusel-Goodloe Company of Philadelphia, Pa.

George Lang, the "Beau Brommel" cigar salesman of the Star Tobacco Company through here, is certainly a great salesman. George recently got married and he says that there are two things to worry about now, which are, as he says, work and wife. He sure does push Bayuk's "Philadelphia Hand-Made" and Waitt & Bond's "Blackstone" in all sizes. George sure does work hard for the Star Tobacco Company. He told me quite often that he has come home late for a cold supper after being out all day. George is some hard worker and his boss sure does appreciate his hard work.

Some of the big jobbing houses from Philadelphia are making their rounds through the coal fields every five or six weeks. They sure do know that they can get some big business from here if they go after it, and from what I know they sure do get after a lot of it. A. B. Cunningham & Company are represented by William King, and the Chas. A. Krull Company are represented by J. Blaine Bonham. One thing I can say is, they have the goods and they have the price and that counts a lot these days.

"Diamond Bill" sez, say "Call again, sir," after your customer has made his purchase. By using this phrase "Call again, sir," you sure do make him feel at home and pleases him so much that "he will call again." Try this phrase today, and use it always.

Frank J. Perry, one of the big salesmen for the Consolidated Cigar Company, with offices in New York, was a recent visitor through Wilkes-Barre, Scranton, and Hazleton in the interest of their well-known selling brands, "Mozart," "Adlon," "Harvester," "Forty-Four" and their five-cent seller, "Henry George." Mr. Perry is a very able talker and has all the earmarks of a wonderful salesman. Call again, Frank.

Sam and Larry Oppenheimer, proprietors of the Mozart Cigar Store and Billiard Parlor, tell me that their business is keeping up fine. They have a wonderful business place and I don't see why their business should not be good. *Good boys, good business!*

Mr. Lucas, a big man on the inside workings of the P. Lorillard Company, was in Wilkes-Barre this week in the interest of their "scrap." Mr. Lucas states that he was always "scrapping" when a boy, so that is the reason that he has the "scrap" end of the business. The Star Tobacco Company was his headquarters while in Wilkes-Barre.

One of the finest and most modern equipped cigar stores and billiard parlors in this part of the State is the Plaza Cigar Store and Billiard Parlor on West Market Street, next to the Plaza Hotel. Barney Boyle, the popular proprietor, is a very fine fellow and well-liked by his trade. Barney also has a barber shop in connection with his modern store. It sure is a

(*Continued on Page 20*)

RELIABLE FIRMS OF

YORK, PENNA.

"When you know your goods are right, stand firm behind them and push them along, let the world know about your product, advertise the fact and get the results."

H. G. BLASSER & CO.
PACKERS AND DEALERS
Leaf Tobacco
FANCY FLORIDA and GEORGIA WRAPPERS
Stripped and Booked Pennsylvania and Ohio Tobaccos
Samples and quotations cheerfully submitted

C. S. GABLE
CIGAR MANUFACTURER
Main Factory and Office, Queen and York Sts.
Branch Factories: Strinestown, Pa.; Jacobus, Pa.
Maker of "FORUM" Mild Havana Cigar, "DOUGLAS FAIRBANKS," "CERTIFIED CHECK" and "HAMILTON FISH"

Robert Schubert Co.
124 MAIDEN LANE, NEW YORK
SUMATRA and HAVANA
York Office, Queen and York Streets

C. H. Plitt Cigar Co.
MAKERS OF
"Casilda" Cigar," 10c and up
"20th Century," 8c "New Century," 8c
CIGARS OF QUALITY

Wilkes-Barre News

(*Continued from Page 19*)

pleasure and a delight to come in contact with such a place as this. We bid you welcome, Barney.

"Blackstone" cigars, Waitt & Bond, manufacturers, are being extensively advertised through this region by quite a number of attractive billboard ads. Reports from our local distributor, Edward Stroud, of the Star Tobacco Company, is that the brand is going over big. More power to you!

The sale of "Topics" and "Bold" cigars, manufactured by Bobrow Brothers, of Philadelphia, Pa., is given quite a boost by the sales force of the W. B. Cigar & Tobacco Company. They are all good workers and good salesmen, so that's the reason for the big turnover on these two big sellers.

The Sperling Tobacco Company reports that business is keeping up big for this live concern. They are the local distributors for the Consolidated Cigar Company's merchandise.

Francis V. Williams, local man for the Otto Eisenlohr & Brother's "Cinco," "Henrietta" and the "Cinco De Luxe," is a big factor in this region on the cigar question. Francis is putting these brands over big and is especially working hard on their "Cinco De Luxe" brand.

The American Tobacco Company is putting their "Pall Mall" specials over big, and a lot of credit for their success can be given Tom B. Moore. Tom is a fine fellow, and the trade likes him.

The Orpheum Smoke Shop is sure a great believer in signs. This up-to-date shop has twelve (12) full-size display cards hung up in their store and when you start to read one you must read all of them. They sure are attractive and the talk of the town.

Pat Lenahan, stewart at the Elk's Home, has his cigar case packed with the best of cigars. Pat says, "None but the best for the Elks," and he sure knows what we all want.

The American Tobacco Company's "Blue Boar" cigarette is very much in evidence through this region. Tom Moore, representative of the American Tobacco

(*Continued on Page 22*)

Cigar Manufacturers Association of Tampa

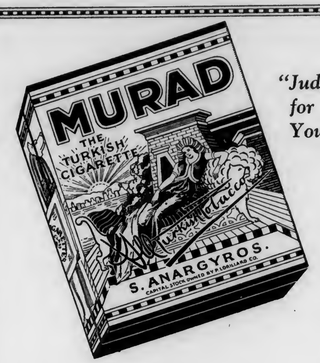
COMPRISES ALL OF THE LEADING and REPRESENTATIVE CIGAR MANUFACTURERS IN TAMPA, UNITING IN THE THREE-FOLD EFFORT OF:

1st—Benefiting our Members.

2nd—Maintaining the high standard of "Tampa" workmanship by seeing that our labor is justly treated.

3rd—Protecting the *dealer* and the *consumer* against unscrupulous methods of others by issuing to our members the following "Identification" Stamp:

This stamp, on each box, is your guarantee that the goods are manufactured in Tampa—of "Tampa" quality and workmanship—DEMAND IT



"Judge for Yourself"

The world's most famous and largest selling high grade cigarette

Turkish Cigarettes contain no artificial flavoring and are therefore purer and better than other kinds of cigarettes. MURADS are made only of 100% Pure Turkish Tobacco of the finest varieties grown, and are appreciated and desired by smokers who demand the best the world has to offer in cigarettes.

Makers of the Highest Grade Turkish and Egyptian Cigarettes in the World

MURAD

The Ideal Tobacco Is Porto Rican

Porto Rican Tobacco is rapidly being accorded the recognition it richly deserves both by the cigar manufacturer and the smoker. No longer is it necessary for the maker of a good, mild cigar to deceive the public by advertising it as a "mild Havana."

Publicity campaigns are being run by manufacturers informing the smoker that an all Porto Rican cigar, or one in which the Tobacco from that Island is skillfully blended, makes the ideal "all day" smoke,—mild, yet fragrant; free-burning and rich in body, but not heavy.

THE PORTO RICAN GOVERNMENT

Through the medium of its Tobacco Guarantee Agency, established in this country, is also carrying on an intensive educational campaign to both the manufacturer and the consumer. The public is being informed that most, good, mild cigars contain Porto Rican Tobacco, whether the manufacturer states it in his advertising or not. Cigar manufacturers are shown how they can tell at a glance the origin of the leaf or scraps they buy from the Jobber or Dealer.

Every barrel or bale of Tobacco coming from Porto Rico must have affixed a Stamp. The White one guarantees it to be pure Porto Rican; the Blue, that it is part Porto Rican mixed with other Tobacco; and the Pink, that it is all Foreign grown and simply has been shipped from that Island.

Send for the illustrated booklet, "The Story of a Porto Rican Cigar."

GOVERNMENT OF PORTO RICO
TOBACCO GUARANTEE AGENCY
136 Water Street, New York *J. F. VAZQUEZ, Agent* TELEPHONE, JOHN 1379

Marshall Field Cigars

Distinctive Quality

HOWARD F. PENT
PRESIDENT
The Coraza Cigar Co.
SEVENTH AND CHERRY STREETS
PHILADELPHIA, PA.

After all nothing satisfies like a good cigar

ABOVE ALL BOLD

NOW
2 for 15c

The recognized standard of cigar quality and cigar value. Bold's pre-eminent popularity is due solely to incomparable and unchangeable quality.

Bobrow Brothers, Inc.
Manufacturers
Philadelphia Penna.

WILKES-BARRE NOTES

(Continued from page 20)

Company, has many counter displays in all the stores, which is 100 per cent. for Tom. Tom is now coming around with his crisp dollar bills and says to the merchant, "Here is my calling card," but you got to show "him" something for his dollars, and that must be a carton of "Blue Boars" on top of your case.

The John J. Bagley Tobacco Company is now in this territory working one of their pipe deals to introduce more fully their "Buckingham" tobacco. They are giving away a fifty-cent Italian briar pipe and a package of tobacco for thirty-nine cents, and it's some deal. Attractive posters are posted on all windows, and from all reports it's proving a big winner and going over big. Hope you come again with another big deal.

"Diamond Bill," in writing these articles, is trying to favor all, and not do any harm or injustice to anyone, but he has in his possession knowledge where "one" of our local jobbers sold "one" individual "one" briar pipe in a case, robbing "one" of our local stores out of a pipe sale. Why do they do this? Take a hint, Mr. Jobber!

Our local jobbers and sub-jobbers and distributors of tobacco merchandise are reporting business as very good for this time of the year. They are looking forward to a big holiday season and they are now getting in a lot of holiday cigars and tobaccos. They report that the collections are coming in good; the retailer takes advantage of his fifteen days.

J. M. Yeager's Sons are the real live jobbers through this section. They are on the go from morning till night and they sure do get the business. Their big aim is to sell for cash, and by doing this they can undersell their competitors. They handle everything for the smokers, all makes of candies, syrups for candy saloons, ice cream supplies, paper and all novelties. Their great slogan is, "If we haven't got it, we'll get it." This business was started some fifty years ago by their late father, who died about one year ago. The business was left to the "boys" and they're some "boys." We wish them long-continued success.

All our local saloons are now closed, as far as "booze" being sold, but are turning them into lunch rooms and putting in all kinds of cigarettes and tobaccos, etc., which all helps the tobacco business a great deal.

"Diamond Bill" could write more about our local smoke shops, jobbers, and the salesmen of our big locality, but why burden you so much at the present? Wait, watch, and read our news in the next issue of THE TOBACCO WORLD, something new for you. "NUF SED!"

"DIAMOND BILL."

GENERAL CIGAR COMPANY DIVIDEND

The regular quarterly dividend of $1.50 on the common and $1.75 on preferred has been declared by the directors of the General Cigar Company. The dividend on the common is payable November 1st, to holders of record October 23d, and the preferred dividend is payable December 1st, to holders of record November 24th.

SCHULTE MAY CONTROL DUNHILL

According to reports the Schulte Retail Stores may acquire control of the entire business of the well-known house of Alfred Dunhill, of London.

Negotiations have been under discussion for some time, and it is possible that the plans may be completed within a very short time.

Business Building

(Continued from Page 14)

back in a little dark corner of the store. He still calls himself a druggist, but his correct name is Specialty Merchant.

Put on your hat. Tell your clerk you will be back in half an hour. Stroll past the nearest first-class drug store. Study the windows carefully. Enter. Consider the vast variety of goods he handles. Buy something. Engage him in conversation, and pump all the information from him you can.

Perhaps you will also seriously consider "taking on" some merchandise lines and adding to your business and your profits.

We can't get away from the fact that life is a struggle. We can shut our eyes to it. We can try to ignore it. We can tell ourselves that there ain't no such animal as Struggle. But all this will avail us nothing.

There it is, and we have just got to struggle, willy nilly, as long as we remain in this incarnation.

But there is one thing we can do, which will help us mightily. And that is to make fun of the struggle, to laugh at it, to tell ourselves that we enjoy it.

That is what Roosevelt did in the White House, and what was a killing matter to other presidents was a continual feast of pleasure to him.

And it will help you to succeed. I can't think of anything else which will be such a help. A smile is worth a million groans in any market. A cheerful countenance, an occasional joke, a hearty laugh will go further in the work of Building Business than a week of hard work accompanied by groans and sighs.

Make a study of the people who enter your store. See which are the most popular. You will find it is the cheerful, happy-looking, the courteous, who never have a long face, never tell a doleful tale, and who brighten your store like a ray of sunshine.

Go ahead and struggle therefore, but make fun of it and grin while you do it.

SECRETARY WEEKS STILL ENJOYS CIGARS

In spite of the fact that some of the friends of Secretary Weeks are trying to convince him that he can get more real enjoyment out of a pipe (if he can stick to it long enough), he occasionally reverts to his mild Havana, and in explanation states that it is "a poor man who would forsake his first love."

A friend who had recently returned from a trip abroad presented Mr. Weeks with a trick pipe cleaner, which Mr. Weeks says, although he doesn't know the cost of marks, cost six-tenths of a cent in "real money." When his private secretary offered to swap him a good pipe cleaner for his trick one, Mr. Weeks agreed to do it if he got twenty-five cents to boot. Investigation revealed that the good cleaner had cost twenty-five cents in real money already and the swap would make the trick cleaner cost the final owner fifty cents, while the original purchase price was only six-tenths of a cent. Needless to say the deal did not go through.

Some Men Expect to Pay More

THAT'S because they haven't learned that a Cigar as good as Counsellor can be bought at ***2 for 15c.***

An army of smokers, who prefer Counsellor quality above price, know that every Counsellor is a mighty satisfying cigar.

Just notice the type of men who smoke Counsellors regularly. Then you'll understand why Counsellor has been

Made Famous by its Smokers

CRESSMAN'S COUNSELLOR CIGAR

ALLEN R. CRESSMAN'S SONS *Cigar Manufacturers* Philadelphia

T. M. A. SEEKS CARLOAD RATING ON CIGARS

Following up the resolution adopted at its recent convention, Mr. George C. Lucas, traffic manager of the T. M. A., recently docketed with the Consolidated Classification Committee a petition for the granting of a carload rating on cigars.

The Classification Committee on Wednesday of this week granted a hearing on the association's petition at which Mr. Lucas in company with Mr. Figgatt, traffic manager of the American Cigar Company, Mr. Goudy, traffic manager of the General Cigar Company, and Mr. Walsh, assistant traffic manager of P. Lorillard Company, appeared and urged the granting of the rating requested.

Under the present classification shipments of cigars in any quantity, carload or less carload, carry a first class rate. This, it was pointed out by the association's representatives, is a most unjust discrimination. Of all the commodities that move by freight there there are but a very few on which a carload rating is not provided, cigars being one of those, but differing from the rest in that there is practically no possibility of there ever being a carload movement on the others.

In pointing out this discrimination, the possibility of carload movements of cigars was amply demonstrated by communications filed with the committee by the Deisel-Wemmer Company and Otto Eisenlohr & Brothers and the representations of the representatives of the American Cigar Company, the General Cigar Company and the P. Lorillard Company.

Attention was also directed to the recent trend in the industry toward centralization and the impetus that this factor has given to the possibility of manufacturers shipping their cigars to large distributing centres.

Du Pont

"A BETTER CIGAR for 10c"

After all nothing satisfies like a good cigar

MADE-IN-TAMPA
BY
VAL. M. ANTUONO

TADEMA HAVANA CIGARS
Argüelles, Lopez & Bro.
MAKERS
General Office and Factory, TAMPA, FLA.
Eastern Office 222 Pearl St. New York
Warehouse Havana Cuba

F. LOZANO, SON & CO.
HAVANA CIGARS
TRADE MARK
F. LOZANO
FLOR DE NARVEZ
VICLO
WALLS COURT
EL LESSERO
CALATRAVA
REG. U. S. PAT. OFF.
FACTORY & MAIN OFFICE, TAMPA, FLA.
NEW YORK OFFICE, 437 FIFTH AVE., N. Y.

Detroit News

(Continued from page 12)

Charles B. Perkins, the merchant prince of Boston, was with us for a few days last week, calling on the clubs and downtown retailers. C. B.'s brands are famous throughout the country and enjoy a tremendous sale in all the leading clubs. He reports business as good in his home town, as well as through the entire territory covered on this trip.

Sam Litz, of Samuel Litz & Company, manufacturers of "El Salero" cigars, another Detroit product, reports business to be very good on his brand. "El Salero" cigars are Java-wrapped and Havana-filled, retailing from ten to twenty cents straight.

George Meigs, of A. Amo & Company, manufacturers of "La Amo" cigars, has returned from a ten-days trip to the factory at Tampa, Fla.

The Watkins Cigar Stores Company are showing a very attractive window display of "Personality" cigars. According to reports this brand is taking very good with the Detroit smokers.

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The season is on for the game and fish stories; let's hear who has the best luck; our paper prints them all. A cigar—a smile—make life worth while, with a copy of The Tobacco World.

Yours truly,

Mike of Detroit

WAITT & BOND
Blackstone
CIGAR
Havana
Filler
Absolutely!

GONZALEZ & MENDEZ, Inc.
DULCE DE LUXE
CLEAR HAVANA CIGARS EXCLUSIVELY
TAMPA, FLORIDA
EDW. WODISKA, General Representative

The Tobacco World
Established 1881
VOLUME 43 NOVEMBER 1, 1923 No. 21
TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary
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Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

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JOHNATHAN:—39,423 (United Registration Bureau. For cigars and cigarettes. Registered November 17, 1915, by George Schlegel, New York City. Transferred to Ryan & Raphael Cigar Co., Chicago, Ill., May 15, 1916, and re-transferred to the New York-Tampa Cigar Co., New York, N. Y., August 31, 1923.

QUEEN CATHERINE:—12,143 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered October 13, 1892, by Geo. S. Harris & Sons, Philadelphia, Pa. Through mesne transfers acquired by The American Cigar Co., New York City, and re-transferred to the American Box Supply Co., Detroit, Mich., November 13, 1922.

QUEEN OF CLUBS:—15,762 (Trade-Mark Record). For cigars. Registered November 26, 1895, by B. Stahl & Co., New York City. Transferred to Jacob Rich, and re-transferred to Max Gonick and David Roth, New York, N. Y., October 10, 1923.

IF YOU PLEASE:—7235 (Trade-Mark Record). For cigars. Registered October 9, 1890, by Geo. Schlegel, New York City. Transferred to the Marsicano Cigar Co., Tampa, Fla., July 6, 1923.

WISCONSIN FAME:—31,529 (U. S. Tobacco Journal). For cigars, cigarettes and tobacco. Registered March 22, 1906, by Schmidt & Co., New York City. Transferred by Pasbach-Voice Litho. Co., Brooklyn, N. Y., successors to Schmidt & Co., to C. B. Henschel Mfg. Co., Milwaukee, Wis., October 5, 1923, and re-transferred to M. Klatz, Milwaukee, Wis., October 12, 1923.

CLASS A BIG LOSER IN SEPTEMBER PRODUCTION

The following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of Internal Revenue collections for the month of September, 1923. (Figures for September, 1923, are subject to revision until published in the annual report.)

Products		*Sept. 1922.*	*Sept. 1923.*
Cigars (large)			
Class A	No.	251,864,240	223,146,203
Class B	No.	140,737,622	140,122,382
Class C	No.	220,027,325	222,937,382
Class D	No.	10,607,520	9,741,808
Class E	No.	2,535,258	2,869,567
Total		625,771,965	598,817,342
Cigars (small)	No.	55,496,500	35,440,900
Cigarettes (large)	No.	435,846	1,614,300
Cigarettes (small)	No.	5,554,301,097	5,567,397,147
Snuff, manufactured	lbs.	3,300,728	3,076,203
Tobacco, m'factured,	lbs.	33,807,020	30,804,365

NOTE.—The above statement does not include tax-paid products from Porto Rico and the Philippine Islands. This information is shown in supplemental statement.

SUPPLEMENTAL STATEMENT

Tax-paid products from Porto Rico for the month of September.

Products		*Sept. 1922.*	*Sept. 1923.*
Cigars (large)			
Class A	No.	8,729,360	6,717,650
Class B	No.	2,074,975	1,475,500
Class C	No.	4,848,600	4,917,820
Class D	No.	2,600	25,500
Total		15,655,535	13,136,470
Cigars (small)	No.	2,000,000	2,000,000
Cigarettes (large)	No.	50,000	125,000
Cigarettes (small)	No.	41,000	42,000

Tax-paid products from the Philippine Islands for the month of September.

Products		*Sept. 1922.*	*Sept. 1923.*
Cigars (large)			
Class A	No.	15,937,822	19,332,388
Class B	No.	275,870	410,663
Class C	No.	51,368	105,020
Class D	No.	50	2,050
Class E	No.	91	2,340
Total	No.	16,265,201	19,852,461
Cigarettes (small)	No.	59,220	139,357
Tobacco, m'factured.	lbs.	550	4

NOTE: Quantities of tax-paid products shown in above statements are indicated by stamp sales reported for the month.

"PRINCE HAMLET" A WINNER

Those who play "hunches" should have made a nice little piece of change at the Laurel race track last week. In the first race "Prince Hamlet" won easily. The "Prince Hamlet" cigar is also a winner and Bayuk Cigars, Incorporated, report that the business on this brand is bringing home "the bacon" for the jobbing and retail trade.

Business Building

(*Continued from Page 14*)

back in a little dark corner of the store. He still calls himself a druggist, but his correct name is Specialty Merchant.

Put on your hat. Tell your clerk you will be back in half an hour. Stroll past the nearest first-class drug store. Study the windows carefully. Enter. Consider the vast variety of goods he handles. Buy something. Engage him in conversation, and pump all the information from him you can.

Perhaps you will also seriously consider "taking on" some merchandise lines and adding to your business and your profits.

We can't get away from the fact that life is a struggle. We can shut our eyes to it. We can try to ignore it. We can tell ourselves that there ain't no such animal as Struggle. But all this will avail us nothing.

There it is, and we have just got to struggle, willy nilly, as long as we remain in this incarnation.

But there is one thing we can do, which will help us mightily. And that is to make fun of the struggle, to laugh at it, to tell ourselves that we enjoy it.

That is what Roosevelt did in the White House, and what was a killing matter to other presidents was a continual feast of pleasure to him.

And it will help you to succeed. I can't think of anything else which will be such a help. A smile is worth a million groans in any market. A cheerful countenance, an occasional joke, a hearty laugh will go further in the work of Building Business than a week of hard work accompanied by groans and sighs.

Make a study of the people who enter your store. See which are the most popular. You will find it is the cheerful, happy-looking, the courteous, who never have a long face, never tell a doleful tale, and who brighten your store like a ray of sunshine.

Go ahead and struggle therefore, but make fun of it and grin while you do it.

SECRETARY WEEKS STILL ENJOYS CIGARS

In spite of the fact that some of the friends of Secretary Weeks are trying to convince him that he can get more real enjoyment out of a pipe (if he can stick to it long enough), he occasionally reverts to his mild Havana, and in explanation states that it is "a poor man who would forsake his first love."

A friend who had recently returned from a trip abroad presented Mr. Weeks with a trick pipe cleaner, which Mr. Weeks says, although he doesn't know the cost of marks, cost six-tenths of a cent in "real money." When his private secretary offered to swap him a good pipe cleaner for his trick one, Mr. Weeks agreed to do it if he got twenty-five cents to boot. Investigation revealed that the good cleaner had cost twenty-five cents in real money already and the swap would make the trick cleaner cost the final owner fifty cents, while the original purchase price was only six-tenths of a cent. Needless to say the deal did not go through.

Some Men Expect to Pay More

THAT'S because they haven't learned that a Cigar as good as Counsellor can be bought at ***2 for 15c.***

An army of smokers, who prefer Counsellor quality above price, know that every Counsellor is a mighty satisfying cigar.

Just notice the type of men who smoke Counsellors regularly. Then you'll understand why Counsellor has been

Made Famous by its Smokers

CRESSMAN'S COUNSELLOR CIGAR

ALLEN R. CRESSMAN'S SONS *Cigar Manufacturers* Philadelphia

T. M. A. SEEKS CARLOAD RATING ON CIGARS

Following up the resolution adopted at its recent convention, Mr. George C. Lucas, traffic manager of the T. M. A., recently docketed with the Consolidated Classification Committee a petition for the granting of a carload rating on cigars.

The Classification Committee on Wednesday of this week granted a hearing on the association's petition at which Mr. Lucas in company with Mr. Figgatt, traffic manager of the American Cigar Company, Mr. Goudy, traffic manager of the General Cigar Company, and Mr. Walsh, assistant traffic manager of P. Lorillard Company, appeared and urged the granting of the rating requested.

Under the present classification shipments of cigars in any quantity, carload or less carload, carry a first class rate. This, it was pointed out by the association's representatives, is a most unjust discrimination. Of all the commodities that move by freight there there are but a very few on which a carload rating is not provided, cigars being one of those, but differing from the rest in that there is practically no possibility of there ever being a carload movement on the others.

In pointing out this discrimination, the possibility of carload movements of cigars was amply demonstrated by communications filed with the committee by the Deisel-Wemmer Company and Otto Eisenlohr & Brothers and the representations of the representatives of the American Cigar Company, the General Cigar Company and the P. Lorillard Company.

Attention was also directed to the recent trend in the industry toward centralization and the impetus that this factor has given to the possibility of manufacturers shipping their cigars to large distributing centres.

Du Pont

"A BETTER CIGAR for 10c"

After all nothing satisfies like a good cigar

MADE-IN-TAMPA
BY
VAL. M. ANTUONO

TADEMA HAVANA CIGARS
Argüelles, Lopez & Bro.
MAKERS
General Office and Factory, TAMPA, FLA.
Eastern Office
222 Pearl St.
New York
Warehouse
Havana
Cuba

F. LOZANO, SON & CO.
HAVANA CIGARS
TRADE MARK
F. LOZANO
FLOR DE NARVEZ
VICLO
WALLS COURT
EL LESSERO
CALATRAVA
REG. U. S. PAT. OFF.
FACTORY & MAIN OFFICE, TAMPA, FLA.
NEW YORK OFFICE, 437 FIFTH AVE., N. Y.

Detroit News

(Continued from page 12)

Charles B. Perkins, the merchant prince of Boston, was with us for a few days last week, calling on the clubs and downtown retailers. C. B.'s brands are famous throughout the country and enjoy a tremendous sale in all the leading clubs. He reports business as good in his home town, as well as through the entire territory covered on this trip.

Sam Litz, of Samuel Litz & Company, manufacturers of "El Salero" cigars, another Detroit product, reports business to be very good on his brand. "El Salero" cigars are Java-wrapped and Havana-filled, retailing from ten to twenty cents straight.

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LA RENAISSANCE:—634 (Association). For cigars. Registered November 4, 1882, by Kerbs & Spiess, New York City. Transferred by General Cigar Co., sucessor to Kerbs & Spiess, to R. A. Bachia & Co., Long Island City, N. Y., October 18, 1923.

JONATHAN:—39,422 (United Registration Bureau). For cigars and cigarettes. Registered November 17, 1915, by George Schlegel, New York City. Transferred to Ryan & Raphael Cigar Co., Chicago, Ill., May 15, 1916, and re-transferred to the New York-Tampa Cigar Co., New York, N. Y., August 31, 1923.

JOHNATHAN:—39,423 (United Registration Bureau. For cigars and cigarettes. Registered November 17, 1915, by George Schlegel, New York City. Transferred to Ryan & Raphael Cigar Co., Chicago, Ill., May 15, 1916, and re-transferred to the New York-Tampa Cigar Co., New York, N. Y., August 31, 1923.

QUEEN CATHERINE:—12,143 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered October 13, 1892, by Geo. S. Harris & Sons, Philadelphia, Pa. Through mesne transfers acquired by The American Cigar Co., New York City, and re-transferred to the American Box Supply Co., Detroit, Mich., November 13, 1922.

QUEEN OF CLUBS:—15,762 (Trade-Mark Record). For cigars. Registered November 26, 1895, by B. Stahl & Co., New York City. Transferred to Jacob Rich, and re-transferred to Max Gonick and David Roth, New York, N. Y., October 10, 1923.

IF YOU PLEASE:—7235 (Trade-Mark Record). For cigars. Registered October 9, 1890, by Geo. Schlegel, New York City. Transferred to the Marsicano Cigar Co., Tampa, Fla., July 6, 1923.

WISCONSIN FAME:—31,529 (U. S. Tobacco Journal). For cigars, cigarettes and tobacco. Registered March 22, 1906, by Schmidt & Co., New York City. Transferred by Pasbach-Voice Litho. Co., Brooklyn, N. Y., successors to Schmidt & Co., to C. B. Henschel Mfg. Co., Milwaukee, Wis., October 5, 1923, and re-transferred to M. Klatz, Milwaukee, Wis., October 12, 1923.

CLASS A BIG LOSER IN SEPTEMBER PRODUCTION

The following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of Internal Revenue collections for the month of September, 1923. (Figures for September, 1923, are subject to revision until published in the annual report.)

Products	*Sept. 1922.*	*Sept. 1923.*
Cigars (large)		
Class A .....No.	251,864,240	223,146,203
Class B .....No.	140,737,622	140,122,382
Class C .....No.	220,027,325	222,937,382
Class D .....No.	10,607,520	9,741,808
Class E .....No.	2,535,258	2,869,567
Total	625,771,965	598,817,342
Cigars (small) .....No.	55,496,500	35,440,900
Cigarettes (large) ...No.	435,846	1,614,300
Cigarettes (small) ...No.	5,554,301,097	5,567,397,147
Snuff, manufactured..lbs.	3,300,728	3,076,203
Tobacco, m'factured, lbs.	33,807,020	30,804,365

NOTE.—The above statement does not include tax-paid products from Porto Rico and the Philippine Islands. This information is shown in supplemental statement.

SUPPLEMENTAL STATEMENT

Tax-paid products from Porto Rico for the month of September.

Products	*Sept. 1922.*	*Sept. 1923.*
Cigars (large)		
Class A .....No.	8,729,360	6,717,650
Class B .....No.	2,074,975	1,475,500
Class C .....No.	4,848,600	4,917,820
Class D .....No.	2,600	25,500
Total	15,655,535	13,136,470
Cigars (small) .....No.	2,000,000	2,000,000
Cigarettes (large) ..No.	50,000	125,000
Cigarettes (small) ..No.	41,000	42,000

Tax-paid products from the Philippine Islands for the month of September.

Products	*Sept. 1922.*	*Sept. 1923.*
Cigars (large)		
Class A .....No.	15,937,822	19,332,388
Class B .....No.	275,870	410,663
Class C .....No.	51,368	105,020
Class D .....No.	50	2,050
Class E .....No.	91	2,340
Total .....No.	16,265,201	19,852,461
Cigarettes (small) ...No.	59,220	139,357
Tobacco, m'factured. lbs.	550	4

NOTE: Quantities of tax-paid products shown in above statements are indicated by stamp sales reported for the month.

"PRINCE HAMLET" A WINNER

Those who play "hunches" should have made a nice little piece of change at the Laurel race track last week. In the first race "Prince Hamlet" won easily. The "Prince Hamlet" cigar is also a winner and Bayuk Cigars, Incorporated, report that the business on this brand is bringing home "the bacon" for the jobbing and retail trade.

CIGAR BOXES

Dependable service—Quality packages—to meet any requirement in the Wooden Containers for Cigars

The WOODEN package is the retainer of AROMA from Factory to Consumer

The Buckley Cigar Box Co., 24 Vine St., DESHLER, OHIO.

After all, nothing satisfies like a good cigar

The Buckley Box Co., 1106 West Town St., COLUMBUS, OHIO.

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
WESTERN REPRESENTATIVE:
PAUL PIERSON
139 North Clark Street, Chicago, Ill.
Cigar Labels, Bands and Trimmings of Highest Quality

OSCAR PASBACH, PRES. J. A. VOICE, SECY. & GEN'L. MANAGER
PASBACH - VOICE
LITHOGRAPHING CO. INC.
ART LITHOGRAPHERS
GRAND STREET AND MORGAN AVENUE
BROOKLYN, N. Y.
CIGAR LABELS - CIGAR BANDS

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
2309 Russell Street Detroit, Mich.
Corner of Gratiot Street
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

CIGAR BOX LABELS BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

SINCE 1870
CIGAR BANDS CIGAR LABELS
SPECIAL PROCESS
WM. STEINER SONS & CO.
257-265 W. 17th St. - New York City
Sole Distributors for New Model Cigar Banding Machine for Ungummed Bands

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

The Celebrated Dill's Best
Long Cool Smoke
Dealers CAN NOW GET DILL'S BEST SMOKING TOBACCO THROUGH ANY REGULAR JOBBER
J. G. DILL CO.
RICHMOND, VA.
Manufacturers of HIGH GRADE SMOKING TOBACCO.

GROWERS
AND
PACKERS
OF

Connecticut Shadegrown Wrappers

Florida and Georgia Shadegrown Wrappers

Connecticut Broadleaf

Connecticut Havana Seed

Stripped and Booked Porto Rico Fillers

AMERICAN SUMATRA TOBACCO CO.

131 Water Street **New York City**

After all nothing satisfies like a good cigar

NOVEMBER 15, 1923

VOLUME 42 3 No. 22

THE TOBACCO WORLD

DUSEL, GOODLOE & CO., 112 N. 7th St., Philadelphia Distributors

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST., PHILA., PA.

WOODEN BOXES
are better

They Improve The Bouquet of the Cigar

Cigars are a vegetable product, they age and mature better in Wooden Boxes. The wood adds a mellowness and richness to the qualities with which the cigar has already been endowed by nature.

and for these 5 other reasons:

1. IDEAL DISPLAY: Compact, varied and eye-catching window and counter displays are most easily gotten with Wooden Cigar Boxes. With a little imagination you can show all kinds of effects and combinations with Wooden Cigar Boxes. Wooden Cigar Boxes do not have to be juggled for striking displays; they only need to be arranged.
2. CONVENIENT: Practically all cigar store windows and show cases are particularly designed for the showing of Wooden Cigar Boxes. They permit the use of all the space. No space wasted. No time lost.
3. BETTER PRINTING: There is no comparison between Wooden Cigar Boxes and substitute containers when it comes to beauty of printing and lithography. You can do almost anything with wood, while the possible treatments of other kinds of packages are very limited.
4. PERFECT AGING: Cigars age normally in wood, retaining their natural aroma from factory to smoker.
5. SATISFACTORY SELECTION: A smoker likes to see the whole length of a cigar in the box. He wants to compare the size, shape and color of the various brands and types you show him. Another point where a Wooden Cigar Box always wins the approval of the smoker.

Ask the manufacturer of Quality Cigars why he uses Wooden Boxes. He has learned they have no substitute.

THE BEST CIGARS ARE PACKED IN WOODEN BOXES

Best When Packed After all nothing satisfies like a good cigar *in Wooden Boxes*

LA PALINA
IT'S JAVA WRAPPED
CIGAR

The largest selling high-grade cigar in the United States—La Palina! The cigar that every wide-awake merchant carries—because it brings him business. The cigar that will please the taste of any smoker.

More than one hundred and eighty million La Palinas are sold in this country every year.

How many do you sell?

CONGRESS CIGAR COMPANY
Philadelphia

"For Gentlemen of Good Taste"

SAN FELICE
2 for 15c

TWO GOOD CIGARS

EL VERSO
10c—2 for 25c—15c

THE DEISEL-WEMMER CO.
MANUFACTURERS - - LIMA, OHIO

Get the Utmost in Advertising Values
at practically no expense
by using the
WOODEN CIGAR BOX
for your brands.
They help *sell* your cigars.

PHILADELPHIA CIGAR BOX COMPANY
621 W. SUSQUEHANNA AVE.
PHILADELPHIA, PA.

WAITT & BOND

Blackstone
CIGAR

Havana

Filler

Absolutely!

The New
LA-TOSELLA
Buddies

Tasty and mellow—
and smooth—
But always *Mild!*

MADE BY
BOBROW BROS., INC.
PHILADELPHIA U S A
MAKERS OF
BOLD—TOPIC—RECALL

Perfect Blending for Unending
for 10¢

A. KAUFFMAN & BRO. INC.
ESTABLISHED YORK, PA. 1893
MANUFACTURERS OF
CIGAR BOXES
AND
CIGAR BOX LUMBER
WE SPECIALIZE ON
GOLD LEAF WORK

"BEST OF THE BEST"
OPTIMO CIGARS
Manufactured by A. SANTAELLA & CO.
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

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Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

FOR SALE

FOR SALE—ONE COMPLETE SET NEWTON-STOAKES LETTERING PENS, with inks and complete instructions for making nifty show cards and price tickets. Absolutely new. Address Box 451, care of "The Tobacco World."

BUSINESS OPPORTUNITY

MODERN EQUIPPED FACTORY. Desirably located, State of Pennsylvania. Steam heated. Capacity 100,000 minimum, 200,000 maximum. Producing good workmanship. Scale of price right for 10-cent line. Actively operating at present with good organization. Rent reasonable. Further details on inquiry. Address Box 454, care of "The Tobacco World."

WANTED

WANTED—A POSITION AS SUPERINTENDENT. Twenty-seven years of experience as a manufacturer of cigars; hand, mold or suction. A man that knows how to get results. Address Superintendent, care of "Tobacco World."

SITUATION WANTED

A CAPABLE CIGAR FACTORY EXECUTIVE AGGRESSIVE with initiative and executive ability to handle large factory or factories, capable of starting chain of factories; will be open for position shortly. Address Box Z, care of "The Tobacco World."

The Tobacco World
Established 1881

VOLUME 43 NOVEMBER 15, 1923 No. 22

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

PRICE: United States, Canada, Cuba and Philippine Islands, $2.00 a year. Foreign, $3.50.

Harry Blum's
NATURAL BLOOM
QUALITY CIGARS

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Couldn't you use an extra $72 a year?

Wait! This means 15 Ford payments or 2 weeks vacation or 2 suits of clothes —or a radio set!

You can save $72 a year by rolling your cigarettes from "Bull" Durham.

And yet while you are saving this money, you are having THE smoke of all the world.

Do you know this about "Bull":

There is something in its fine, careful blending and manufacture, with its marvelously fragrant and distinctive flavoring and aroma that makes it a better smoke than any ready-made cigarette?

"Bull" Durham helps pay for his insurance!

Lots of men are writing us how much they save by rolling their own cigarettes. Here's Mr. W. P. Perry of The Perry Co., Detroit.

"For the past ten years I have been smoking "Bull" Durham and never gave a thought to the cost.

"I saw one of your advertisements so I decided to give it a test.

"Cigarettes cost me $9.00 a month against "Bull" Durham at $3.00 per month. This shows that $6.00 a month could be saved.

"At the end of a year I will have saved $72.00 which I will use toward my insurance. For this I am thankful to the American Tobacco Co."

Guaranteed by
The American Tobacco Co.
INCORPORATED

GONZALEZ & MENDEZ, INC.

CLEAR HAVANA CIGARS EXCLUSIVELY
TAMPA, FLORIDA
EDW. WODISKA, General Representative

The Far-Visioned Cigar Manufacturer
Protects Present and Future Sales
By Packing His Brands In Wooden Boxes

H. E. BAIR & CO.

HANOVER After all nothing satisfies like a good cigar PENNA.

"Quality Cigar Box Manufacturers For More than Fifty Years"

After all nothing satisfies like a good cigar

—*and WOLVERINE MACHINES*
sure do *make* good cigars.

WOLVERINE BUNCH BREAKERS
WOLVERINE CIGAR PACKERS

Send for Our Descriptive Circular

PULTE-KORRECK MACHINE CO.
231-233 Ionia Avenue, N. W.
GRAND RAPIDS, - MICHIGAN

Marshall Field Cigars

Distinctive Quality

HOWARD F. PENT, President
THE CORAZA CIGAR COMPANY
SEVENTH AND CHERRY STREETS
PHILADELPHIA, PA.

After all nothing satisfies like a good cigar

Volume 43 Number 22

THE TOBACCO WORLD

Established 1881

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, NOVEMBER 15, 1923 Foreign $3.50

EDITORIAL COMMENT

THE decline in cigar production during August and September under the figures for the same months in 1922, should emphasize to the cigar industry and its allied trades the need for energetic action to not only maintain but increase the consumption of cigars.

A surprising feature is the fact that Class A cigars represent almost the entire loss. Whether this is due to inability on the part of the manufacturer to produce a five-cent cigar profitably, or to a decreased demand on the part of the smoker, we cannot say.

At a period of the year when the cigar business is usually one filled with problems of production sufficient to meet the demand, we find with few exceptions only a normal flow of business.

A certain number of the concerns producing national sellers are busy—extremely so—but the rank and file of cigar manufacturers are not disturbed by sheafs of telegrams this year pressing for immediate shipments of "rush" orders.

And naturally this situation would be reflected in the jobbing and retail trade—and it is so far as we can observe. There is no "pep" thus far to the 1923 Fall business.

The factories that are busy are those whose businesses are showing a steady increase. As the revenue figures will testify, these increases do not come from the creation of a new army of smokers, but from business that formerly was on other brands.

While this situation is a most enjoyable one to those benefiting from it, it is not a healthy one for the cigar industry as a whole. The process of elimination may be a healthy procedure up to a certain point, but beyond that it becomes dangerous to the best interests of the cigar business. The growth of large concerns at the expense of smaller ones is a natural economic process which has gone on and is going on in every industry. And it is a good guide post so long as the total production of the industry continues to grow. But with the cigar business concentrating in fewer and fewer hands with a corresponding decline in annual production, the larger question of the future of the industry must become one for serious contemplation.

We have no fear that the cigar business is going to the "bow-wows," but even those concerns that watch their sales increase from month to month must become fully aware of the growing percentage they represent in the annual production of the country.

The cigarette industry by processes of absorption and elimination has resolved itself into the hands of a comparatively small number of manufacturers. But with the keener competition for brand predomination, the cigarette production has continued to grow, scarcely ever halting in its upward march through a score of years.

The cigar industry during the same period has even failed to hold its own. Absorption and elimination has been, and is, going on in the industry. Consolidations, one after another, have taken place. More, and perhaps larger, mergers may develop in the near future. But those that have taken place have thus far failed to lend any impetus to the growth of the industry.

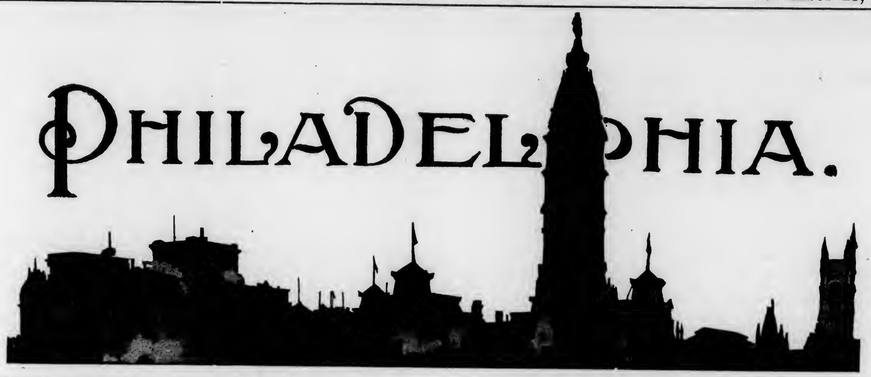
The successful consolidations have been followed by better merchandise in better condition, and more intensive selling. A few have indulged in national advertising which has proven profitable. But the alarming fact is that with all this effort the production figures fail to show any increase in the number of cigar smokers.

A surprising part of this annual production is in brands made for jobbers, brokers and retail chains. There are many manufacturers who have accumulated comfortable fortunes in this business and who are today without a single brand which they own themselves. Today they are continuing their old system and are barely able to make a living profit.

The staple and nationally known brands are making inroads on the private brands, and manufacturers who have been "putting their eggs all in one basket" see their business dwindling with no known brands of their own with which to hold up their production.

(*Continued on Page 9*)

PHILADELPHIA.



SHUEY EXTERMINATOR COMPANY REPRESENTATIVE VISITS

Mr. Harris, of the Shuey Tobacco Bug Exterminator Company, of Cincinnati, was a visitor to Philadelphia last week in the interest of his product. Mr. Harris stated that their product was gaining ground every day, and that their preparation would absolutely prevent the germination and spread of any insects in tobacco in any form, if used according to their instructions. This preparation is perfectly harmless and leaves no taste or odor after being used.

GRIFFIN CHO-KR HAS $75,000 FIRE

The building occupied by the Griffin Cho-Kr Company, at 3420 Market Street, was the scene of a disastrous fire shortly before noon on Tuesday. The Griffin Cho-Kr are manufacturers of the famous Cho-Kr cigar and cigarette ash tray, and a large stock of Christmas novelties and smokers' articles were destroyed. The loss has been estimated at between $75,000 and $100,000.

"NATURAL BLOOM" REPRESENTATIVE IN TOWN

Herman Goldwater, representing the "Natural Bloom" cigar, is working this week with Dusel, Goodloe & Company, local distributors of the brand, "Natural Bloom," has had a phenomenal success in New York City, where it now ranks as a leading seller. It is taking on rapidly in Philadelphia.

"GIRARD" PUTTING ON CAMPAIGN

Following the reorganization of Antonio Roig & Langsdorf, which was announced in THE TOBACCO WORLD's previous issue, an extensive advertising campaign will be put on. An impressive ad appears on another page of this issue bearing the forceful statement, "You Never Find Half a Girard in the Ash Tray."

YUDELSON REMODELING BUILDING

S. Yudelson, dealer in leaf tobacco at 225 North Third Street, is remodeling his building and making improvements on the inside to better handle the increasing business which he is enjoying.

Frank Eiseman, of the Eiseman Cigar Company, 246 North Delaware Avenue, is on an extended trip through New York State and the Middle West in the interest of his brand, "Men-de-Lion."

"LUCKY STRIKE" CAMPAIGN PUT ON

On Friday and Saturday of last week the American Tobacco Company put over a tremendous advertising campaign in the shape of full page ads, supplemented by several salesmen working the trade, announcing that a package of "Lucky Strike" cigarettes would be given every man who presented the coupon at the bottom of the page, and nine cents to his retail dealer. The campaign went over big and resulted in a tremendous number of smokers trying a package of "Lucky Strikes," many of them for the first time, but not the last.

MILLER, DuBRUL REPRESENTATIVE IN EAST

Earl B. Kincaid, chief sales engineer for the well-known Miller, DuBrul & Peters Manufacturing Company, was in Philadelphia last week following a visit through Pennsylvania in the interest of his firm's products. The Miller, DuBrul & Peters Manufacturing Company are manufacturers of cigar, cigarette and tobacco machinery and cigar molds. Mr. Kincaid will return to Cincinnati after a tour of the New England States.

ACCOUNT OF EISENLOHR'S ESTATE FILED

An account of the estate of Louis H. Eisenlohr, former vice-president of Otto Eisenlohr & Brothers, Inc., manufacturers of the well-known "Cinco" and "Henrietta" cigars, has been filed for audit in the Orphans' Court, showing a total estate of $2,648,942.

Among the assets is listed an interest of $61,719 in the company of Otto Eisenlohr & Brothers.

GODFREY MAHN MOVES FURTHER UPTOWN

The familiar cigar stand of Godfrey Mahn, at the southwest corner of Second and Chestnut Streets, has been closed and after extensive alterations this stand will be re-opened at the southwest corner of Fourth and Chestnut Streets. Godfrey Mahn is the manufacturer, and retailer of "As You Like It" cigar.

Howard F. Pent, president of the Coraza Cigar Company, has just returned from a trip through the Middle West in the interest of his brand, "Marshall Field." The "Marshall Field" is a Java wrapped cigar and Mr. Pent reports it is in good demand throughout the territory he visited.

After all nothing satisfies like a good cigar

THE SUMATRA TOBACCO INDUSTRY AT A LOW EBB

The Sumatra product which has come on the market in the last few years, in my opinion justifies the heading of this article.

Apparently the large increase in the amount of inferior grade tobacco in proportion to the whole crop is the result of the effort to produce quantity instead of quality. Of all times to do this now that there is a scarcity of superior product and no demand for the ordinary grades.

I have talked with a capable Deli manager who stated that there were definite orders to work for quantity in order to reduce the high cost of production. What stupid tactics! What is the good of a lower cost of production if the result is a proportionate decline in the market price?

Besides, the marketing of so much inferior tobacco is bound to hurt the reputation of the Deli product, and it seems to me this is taken too lightly.

Remember the time when a crop that cost on an average 150 Dutch cents left huge profits; the size of the leaf in those days may be judged from the fact that there was about 30 to 35 per cent. first length, 30 per cent. second, and 15 to 20 per cent. third length.

It is to be regretted also that the foolish fad for green wrapper compels the Deli grower to harvest the leaves in wet condition, but it must be admitted that in this the public is to blame. It is a mystery to me why the average smoker prefers green, that is to say, immature and slightly bitter tobacco, to the light-brown leaf, which looks better besides; and I believe that sometime in the near future he will turn away again from this temporary fancy.

To my way of thinking, picking the leaf in wet condition is an abnormal proceeding, which adds to the expense (more drying sheds, etc.) and leads to losses caused by rotting in the sheds, while the artificial curing process by means of wood fires is bound to affect the quality of the product.

The fact that Deli, in spite of the poor quality of its crops and the high cost of production, was able to keep on its feet during the last few years is only due to the exhorbitant prices which the American buyers pay for the superior grades; but, if this state of affairs should change for some reason or other, the growers will be compelled to revise their erroneous methods, in order to save the industry.

EX-DELI-PLANTER.

A prominent importing house, in close touch with the Sumatra situation, had the following criticism to make of the above article:

Sumatra companies have not been working for quantities during the past few years. Lately the crops only averaged 180,000 to 190,000 bales in the last four or five years, instead of the usual 240,000 bales which was the normal crop before the war.

This has been done because there has been no market in Europe for the low grades. There was a real scarcity of tobacco suitable for the United States in the last crop, on this very account.

There is some justified complaint to be made, that during the last couple of years, packers have been very careless in allowing broken tobacco to be packed with the American grades, which is naturally very detrimental to the yield.

There has been a strong protest made by American importers in Amsterdam this year, and from all indications the 1923 crop (to be sold in Amsterdam next year) will be more carefully packed than has been the case in the last few crops.

Dutch tobacco growing companies are too smart to spoil their reputations, as well as ruin the confidence which has built up Sumatra tobacco, as these are all companies with very large capital.

Editorial Comment

(*Continued from Page 7*)

The smaller manufacturers are coming to the cross-roads and for their own preservation, and if they are to survive, they must build their own brands, advertising them to the trade and selling them in competition with those who saw the handwriting on the wall long ago.

The larger manufacturers do not need to create new smokers so long as the smaller manufacturers are sitting idly by and watching their own productions decline.

There is still plenty of room for good cigar brands, and a market for good merchandise. If nine or ten thousand of the smaller manufacturers would concentrate on one or two brands, and advertise them to the trade, putting their hearts and souls into selling them not only to the trade but to the smoking public as well, in our opinion it will be a large contribution toward improving and increasing the cigar production of the country.

After virgin soil has been planted over for ten years or more, it is necessary to put back into the soil some of the elements that have been taken out of it, if any future crops are to be successful.

In the cigar business a small army of manufacturers have been taking everything possible out of it and putting very little, if anything, back. Even five years ago, if the lead of some of the larger manufacturers had been followed by others financially able to do so, the cigar business would not have succumbed to competition as easily as it has.

The time is here, now, to build for the future. And those who are hoping for improvement, must turn their hopes into action. Advertise cigars not only to the trade but to the smoker, and don't wait for "better business" to begin doing it.

And our friends allied with the industry should not forget that they cannot be entirely selfish with the profits created by the cigar industry. Every time a cigar manufacturer fails or liquidates, the leaf man, the lithographer, the boxmaker and the machinery man, lose a customer.

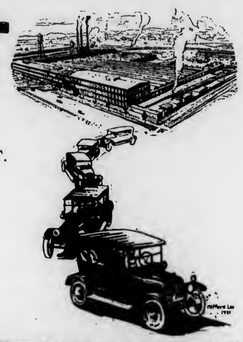
The time to begin work is not tomorrow—it is *today*.

SECRETARY MELLON'S DOG A SMOKER

Secretary Mellon's "Short Smokes," a small cigar about the size of a cigarette, are enjoyed by the Secretary's police dog, Alex.

Mr. Mellon's chauffeur places the dog in the front seat of his auto with the dog's paws on the wheel and he complacently puffs away on his "short smoke" and apparently enjoys it. He is very careful, however not to smoke too long, to avoid burning his nose. The chauffeur states that the dog will under no circumstances smoke in the garage, where there is a "No smoking" sign.

DETROIT



Retailers Expecting Record Holiday Business—John T. Woodhouse Among Organizers of New Bank—W. W. Tucker Secures Lease on Dime Bank Stand—"Lucky Strike" Campaign Goes Over Big—"Amo" Representative Visits Detroit

Detroit, Mich., November 10, 1923.

DETROIT retailers and jobbers report business to be improving steadily, and that they are looking for a big spurt during the closing weeks of November. With the Christmas season near at hand, many retailers are laying in a big supply of one-fortieth packings, as well as many novelties in pipes and smokers' articles. Some of our exclusive cigar stores in this section are stocking more heavily on novelties and side lines than in former years. Candies of all kinds are now sold by many cigar stores, on which there is always a nice margin of profit and when properly displayed, the sales are very fast.

Local manufacturers are working to capacity and some report that there will be a shortage of one-fortieth packings. Jobbers are requesting early delivery on the Christmas goods. All indications point to a very large holiday business.

Permission to organize in Detroit the City National Bank, the City Trust Company, and the City National Corporation, with a proposed combined capital and surplus of $15,000,000, has been granted by the Comptroller of the Currency to Charles H. Mooney. The following men, the announcement states, are associated with Mr. Mooney in the project: Alfred Lucking, William Comstock, Arthur J. Hood, Herbert V. Book, Hiram Walker, Jr., Albert Kahn, Edward Frensdorf, C. G. Rowlette, Gar Wood, John T. Woodhouse, Charles A. Strelinger, B. F. Stephenson, C. A. Palmer, J. B. McLeod, J. H. Burtenshaw, William E. Bee, J. R. Murray and M. E. O'Brien. The announcement states that permanent location and personnel of officers have not been decided on, "although several of the best bank executives, not only in Detroit, but in other cities are under consideration."

W. W. Tucker has secured the lease on the store and stand in the Dime Bank Building, which was formerly operated by Mel Soper. The old store has been divided and Mr. Tucker is having new and modern fixtures installed by the American Show Case Company. The program is to have the formal opening the latter part of this month. Mr. Tucker is well-known in the cigar business of Detroit, having for a number of years operated the cigar stand in the Old Cadillac Hotel and has a host of friends in the business. Mr. Tucker will continue his store at the corner of Woodward Avenue and Temple Place, where he has been located for the past few years.

Vincent Riggio, vice-president; J. K. Fletcher, sales manager, and R. N. Loomis, field sales manager, of the American Tobacco Company, were in the city on November 6 and 7, supervising the "Lucky Strike" campaign. A crew of twenty-five special salesmen were on duty placing window posters advertising "Lucky Strike" cigarettes at nine cents with the coupon, which appeared in the daily papers for two days. The Sky Pilot was also on the job doing his "Lucky Strike" stunt in the heavens, while thousands of Detroiters twisted their necks, at the daredevil stunts against the blue sky. From all reports "Lucky Strikes" were the cigarette of the week.

E. A. Rosemond, of "Roi-Tan" fame, arrived in town last week from the western part of the state, where he has been conducting a very strenuous campaign on the famous "Roi-Tan" cigar. E. A. is to be with us for several weeks doing promotion work on his brand here. According to reports from various sections of the country "Roi-Tan" cigars are growing more popular each and every day. The brand enjoys a good sale here and has a wonderful distribution.

The Watkins Cigar Stores Company have an attractive "Melachrino" cigarette display, in the lobby window of the David Whitney store. According to the report of Manager Herb Earl, the "Melachrino" cigarettes are enjoying a big sale in all of their stores. The window display was arranged by Artist Billy Burke.

Roy Chaney, Detroit manager of the Crane Candy Company, Cleveland, Ohio, reports their business here as increasing rapidly. The Crane product is on sale in all the leading stores in our city. Their novelty packages are going over big in many of our principal cigar stores. Roy also states that their holiday business will be the biggest ever.

James S. Capen, who has been on the sick list for some time, is reported to be improving rapidly. Mr. Capen operates a chain of stands in our downtown office buildings.

Thieves drove away a truck load of cigars and tobacco valued at $3000 on Wednesday last, at 8.30 A. M., from in front of a store in a busy section on Woodward Avenue, while the driver was delivering goods to a customer. At 10 A. M. police found the

(*Continued on Page 24*)

BUSINESS BUILDING

BY A TRAINED BUSINESS MAN AND ADVERTISER

WRITTEN ESPECIALLY FOR THE TOBACCO WORLD BY A.E.P.

ALL RIGHTS RESERVED

HERE are the doctors and the highbrows giving tobacco a clean bill of health in various particulars where it was formerly considered highly injurious.

Thus they recently made tests to ascertain if the smoke from tobacco, cigars and cigarettes contained enough carbon monoxide to be injurious. They shut up three men in a room who puffed away until the smoke was thick as cheese. Then they tested the atmosphere and it did not contain enough of the poison to cause the slightest bit of harm to anyone.

Then some non-smoking physicians seems to have launched the important statement that the excessive use of tobacco was one of the causes of high blood pressure, which is more or less prevalent.

The Life Extension Institute and the Metropolitan Life Insurance Company made a joint investigation of this theory and brought in a verdict of "Not Guilty" so far as the use of tobacco is concerned.

Of course, a person can injure himself by the inordinate use of tobacco. So also can he by gluttonous over-eating of the most healthful and nourishing food; by over-exertion in the most healthful exercise; by being an outdoor crank in the most brainless manner. By a hundred other methods.

Moderation must be practiced in everything, as well as in the use of tobacco.

He had a cigar store, but he didn't make a "go" of it. He didn't exactly fail, just slowly petered out, sold his business and his fixtures at a loss, and took a job.

What was the reason? you ask.

Well, it is hard to say. He knew cigars from soup to nuts, was a hard worker, kept his store neat and clean, was cheerful and obliging, kept good lines of goods at the right prices.

He calls it hard luck, and perhaps it was. I never met Mr. Hardluck, and many say there ain't no such animal. Bradstreet never mentions him. Bradstreet says most of the failures come from incompetence, which means lack of business knowledge.

Our friend who failed told me that he had no time to read the trade papers. I asked him if he ever pumped travelling salesmen to get business pointers from them and he said he didn't, but that he encouraged them to spin him their latest good ones. He didn't belong to any associations. He didn't go into chain cigar stores and buy something occasionally to see how they were arranged and how the clerks waited on people. He didn't study show windows, because he only fixed his once a month.

No, I can't tell you why he failed. He must have been right when he said it was Hard Luck.

Let us dwell a few moments upon an unpleasant subject. That is the subject of business failure. When you read the reports of agencies that many hundred business houses fail every week we realize that it is entirely in order to watch our own steps.

One factor of great comfort to every business man is the knowledge that failure does not come quickly, unexpectedly and out of a clear sky.

It comes gradually. It gives ample warning. At any stage of its approach it can be shoed away.

But it does not give its warnings with a fog horn and the beating of cymbals. And, therefore, many people who fail assert that they never received any warning, and they say it so solemnly and with such scalding tears that they deceive even themselves.

The trouble with them was that they did not have their ears to the ground, or their eyes adjusted to see small signals.

There is danger in even a slight falling off of trade. In losing keen anxiety as to whether every little detail about your store is absolutely right. When your bills are past due and creditors begin to threaten. When you are satisfied if your show window is not the best you can make it. When you have that "I-don't-care-feeling."

All these—and many others—are warnings, and they should be deeded.

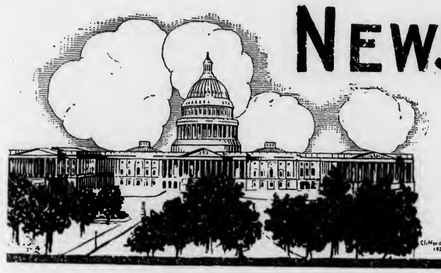
Yes, there *is* a science in store-keeping, in inside salesmanship. And the thought is wonderfully exhilarating to every ambitious retailer who heads these words, and to every ambitious clerk.

It is something new—this science of merchandising. Until recently merchandising was a hit or miss affair. It was supposed anybody could do it. If a man lost his job at anything and had a few dollars scraped together he opened a corner grocery, or bought out a cigar store. And, having no knowledge of business, he proceeded to run it in the mud. At the end of a few months, or a year or so, he went busted. Statistics proved that nine out of ten of him failed in business. You can remember how groceries, candy stores and cigar stores were run a few years ago. Small wonder that nine-tenths of them failed.

But today business is reduced to rules and to science. Colleges are teaching it, universities are teaching it, night schools are teaching it, department stores are teaching it.

And you just have got to learn it yourself—you sure have—or you are in danger. Your trade journal is teaching it. If you will read carefully your trade journal and heed its teachings you will come out cat bird.

(Continued on page 14)



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

Washington, D. C.

New Regulations for Sales Tax Returns

STRENUOUS steps are to be taken by the Bureau of Internal Revenue to stamp out the practice of merchants making improper sales tax returns. It is declared by officials of the Bureau that a large number of merchants have made it a practice to send their returns in in such a way that they could not be accepted, sometimes innocently, and sometimes for the purpose of delaying payment. It has been announced that hereafter, where a return is accompanied by an unsigned check, and a properly signed check is not received prior to the expiration of the legal period of payment, a penalty of 5 per cent. will be imposed.

The Bureau will not accept sales tax returns sworn to by the name of a company or firm, but the oath must be made by an authorized individual, who should follow his name by some descriptive word such as "owner," "partner," "treasurer," etc. When a return received within the legal period is returned to a taxpayer for proper execution and the necessary action is not taken within the period of ten days, a penalty of 25 per cent. will be imposed if the corrected return, when received, is delinquent.

Export Packages Over $25 Must Have Declaration Attached

All export packages valued at twenty-five dollars or more, sent by parcel post, will be required to have attached thereto a postal export declaration on Department of Commerce form No. S-250, under orders which have just been issued by the First Assistant Postmaster General. This action is taken in order to enable the Department of Commerce to compile statistics of exports by mail or parcel post to foreign countries. It will affect all packages addressed to business individuals or firms in foreign countries and non-contiguous possessions of the United States, including Alaska, Hawaii, Philippine Islands, Porto Rico and Virgin Islands. The order, however, will not apply to packages addressed to private consumers of goods.

One declaration may include any number of packages mailed by one firm on the same day to the same country. The description of contents in units of quantities must be in the detail required by Schedule B, Statistical Export Classification, and general descriptions such as dry goods, millinery, etc., are not sufficient for the purpose intended. Quantities and values should be given in whole numbers only, omitting fractions of less than one-half, and counting one-half and over as a whole.

Co-operative Associations Are Not Farmers

An association or corporation composed of growers of leaf tobacco which contracts with its members to handle co-operatively as principal the purchase and sale of leaf tobacco grown by them is in no sense a farmer or grower of leaf tobacco, under a decision just announced by David H. Blair, Commissioner of Internal Revenue.

A number of such associations, having no capital stock, have been organized by groups of farmers within recent years for the purpose of selling co-operatively the leaf tobacco grown by the members, the sale being conducted by the association or corporation as principal. "In the sale of the tobacco produced by the farmer and delivered by him to the association as a member thereof, the establishment of a contractual relationship between the two parties is inevitable which destroys at once the theory of their identity. The association in selling the tobacco produced by its members must act either as principal or as agent. When the association agrees to buy, and the grower agrees to sell and deliver to the association all the tobacco produced by him or for him, the delivery of the tobacco by a member to the association operates as a transfer of title thereto and in the subsequent sale of the tobacco by the association, the association acts as principal, not as agent, and is, therefore, clearly within the statutory definition of a dealer in leaf tobacco as one 'whose business it is for himself . . . to sell or offer for sale . . . leaf tobacco.'"

Forms for Employes' Salaries Returns Now Ready

Forms on which employers may file returns of information regarding salaries paid to employees will be issued immediately, according to officials of the Bureau of Internal Revenue, in an effort to assist concerns employing large forces, who find it difficult to make these returns at the end of the calendar year. A separate return of information is required for each employee whose salary for 1923 was $1000 or more.

While the forms will be available immediately, there is no change in the date for filing them, which extends from January 1 to March 15, 1924. The issuance of the forms at this time is made in order that employers, especially those employing a large number of persons, may supply the information at their leisure. The special importance of the early issuance of the forms will be that employers may immediately fill out forms for employees who have left their service, making it necessary after January 1 only to fill out forms for those in the service on that date.

(*Continued on Page 18*)

A Pertinent Suggestion to the Manufacturer of Good Cigars.

Superior Merchandise is never put up for sale in cheap packages, though second-rate quality may often be found masquerading in first-class clothes.

If you have a Good Cigar to sell and expect to have it hold its quality until it reaches the Smoker, you will use SPANISH CEDAR BOXES in preference to any other kind of container.

The special excellence of SPANISH CEDAR FOR CIGAR BOXES has always been acknowledged by its exclusive use for every Good Brand of Cigars from the first time, long ago, when the fortunate discovery was made of the particular merits of this wood for packing cigars.

Every Experienced Manufacturer and every Experienced Smoker knows that the SPANISH CEDAR BOX preserves and improves the Boquet and Aroma of the Cigars packed in it.

"Spanish Cedar Cigar Boxes Make Good Cigars Better!"

and no Substitute can do that.

(*ADVERTISEMENT*)

This copy

is being used in an extensive national advertising campaign featuring Fifth Avenue's Favorite Pipe, made by the world's largest makers of fine pipes.

WD C

This means larger and more rapid turnover for fine-trade dealers who are careful to keep their MILANO stock in good order, well displayed.

Advertising appears in

Saturday Evening Post	Motor Boating
American Magazine	Outing
Field and Stream	Vanity Fair
Life	Sunset
Literary Digest	System

Business Building

(*Continued from Page 11*)

A pipe smoker has this to say for pipes: There is something about a pipe that mellows a man. You never have trouble with a pipe smoker. The pipe is a symbol of peace, confidence, good-fellowship. It was so with the Indians, is so still.

Some big-visioned tobacco manufacturer should put pipe smoking back on the map where it belongs.

Pipe smoking is cheaper, it is more satisfying, and in every way is more satisfactory to me than cigarettes. I will confess that I still mix my smokes, changing from Egyptian cigarettes to Havana cigars to a good pipe tobacco. But I like the pipe best of all.

Pipe smoking costs me a few dimes a week, which is the price of a can of tobacco. Cigars and cigarettes cost several times that each day.

I make my argument on pipe smoking on the ground that it is the most satisfying of any other method. My theory is that men smoke chiefly to relax their nerves. I have found that the mere act of filling and lighting a pipe is restful. After a few puffs I am satisfied; I let the pipe go out. In a few minutes I may relight it and to me the taste is as good as ever.

NEXT YEAR'S CROP OF PORTO RICAN TOBACCO WILL BE SHORT

Statement by J. F. Vázquez, agent for the Government of Porto Rico Tobacco Guarantee Agency, 136 Water Street, New York, on next year's crop of Porto Rican tobacco. (Write your own lead.)

"Advices from Porto Rico indicate that next year's crop of tobacco on the Island will be reduced from 30 to 40 per cent., due to prolonged drought, followed several weeks apart by heavy rains. These rains have washed out a large part of the seedlings of tobacco.

"During the growth of the early seedlings the Island received less than one-half inch of rain, according to a report issued by the Weather Bureau, October 16th. Later heavy rains largely washed out the seed beds. Last week heavy rains again washed out a large number of seedlings.

"In favorable weather seed beds in Porto Rico take at least thirty days under shade from the time the seed is sown to the time the seed plants are ready for transplanting. The actual planting is done generally during the month of November and the early part of December.

"On account of these conditions, planting operations which should have been begun in October could not be completed on account of the shortage of seed plants."

LARGE NUMBER OF LOSERS DURING 1921

Approximately 50 per cent. of the tobacco corporations of the country failed to make a profit during the depressing year of 1921, according to an analysis of income tax returns for that year, just issued by the Bureau of Internal Revenue. Returns of income were received from 564 corporations engaged in the tobacco industry, 297 of which reported failure to make any profit, the deficit of those corporations totaling $5,620,342. Of the 267 corporations reporting a profit, the total net income aggregated $84,179,793, on which income taxes amounting to $7,342,764 and excess and war profits taxes amounting to $10,093,671 were paid.

LINZ.

GIRARD

Trade Mark Registered

They Sell —— They Repeat

ROIG & LANGSDORF
INCORPORATED
PHILADELPHIA : : PA.
ESTABLISHED 52 YEARS

GIRARD CIGARS

"You Never Find Half a Girard in the Ash Tray"

RELIABLE FIRM OF

YORK, PENNA.

"When you know your goods are right, stand firm behind them and push them along, let the world know about your product, advertise the fact and get the results."

H. G. BLASSER & CO.
PACKERS AND DEALERS
Leaf Tobacco
FANCY FLORIDA and GEORGIA WRAPPERS
Stripped and Booked Pennsylvania and Ohio Tobaccos
Samples and quotations cheerfully submitted

C. S. GABLE
CIGAR MANUFACTURER
Main Factory and Office, Queen and York Sts.
Branch Factories: Strinestown, Pa.; Jacobus, Pa.
Maker of "FORUM" Mild Havana Cigar, "DOUGLAS FAIRBANKS," "CERTIFIED CHECK" and "HAMILTON FISH"

Robert Schubert Co.
124 MAIDEN LANE, NEW YORK
SUMATRA and HAVANA
York Office, Queen and York Streets

C. H. Plitt Cigar Co.
MAKERS OF
"Casilda" Cigar," 10c and up
"20th Century," 8c "New Century," 8c
CIGARS OF QUALITY

York, Penna., November 13, 1923.

FOR the past two weeks the ANIMATED BILLBOARD which is placed on the roof of The St. George Hotel, corner of George and Philadelphia Streets, has been running a card to boost our TOBACCO WORLD. The card reads as follows:

"If you are connected in any way with the Cigar and Tobacco Industry, you cannot afford to be without THE TOBACCO WORLD. If you are soliciting national business, try an ad in our pages, we reach them all."

The cigar boxmakers of this district are also seeing the advantage of the Animated Billboard and their card reads as follows: "THE BEST CIGARS ARE PACKED IN WOODEN BOXES." Cigars when packed are moist, to prevent breakage, the open pores of the wooden box allows for evaporation, hence a better tasting and burning cigar.

The boxmaker's card is not an individual advertisement, and it will help them all in general, because the idea is to instruct the smoker, that the best tasting cigar is one that has a chance to age a little, in a wooden box, for like the old style way to age brandy or whiskey, it was always left in wooden casks to throw off some of its bitterness. When once bottled, it remains the same as long as untouched. The same thing applies to cigars when packed in tins.

Probably some "wiseguy" will rise up and say we are talking through our hat, alright, let it pass, we have followed the business for the past forty years and while far from knowing much, there are some few things that we do know, and our ideas in cigar packing are right. And we would like to add, that wherever the price will permit, by all means use the cedar box.

The Young & Busser cigar store, Center Square, have a window display of their "Pride of York," a two-for-fifteen cents cigar. This brand is taking well with the smokers of York and we are told that the output runs up in satisfactory figures.

H. F. Martin Cigar Company, makers of "Keen Kutter" cigars, continues as busy as ever and Hiram

(*Continued on Page 22*)

What Cinco can do for you

IN LAYING your plans to strengthen your business and increase your profits, never forget what Cinco has done for others.

Keep in mind these facts:

Cinco has built up one of the greatest cigar manufacturing businesses in the world.

Cinco has made the success of more than one distributor.

Cinco gives you something worth while to work with.

Your logical course, then, is to get in step with Cinco. Then you may be sure you are traveling the most direct route to your goal.

Londres
Conchas
Panatelas
2 for 15c
Cinco de Luxe
10c
Cinco Pocket Pack
(10 cigars)
75c
Cinconettes
(pack of 10)
25c

After all nothing satisfies like a good cigar

Cinco

Otto Eisenlohr & Bros., Inc., Philadelphia
Cigar Manufacturers for Seventy-three Years

"There's *something* about it youill like"

FALK TOBACCO CO.

44 WEST 18TH ST., - NEW YORK CITY

News from Congress

(Continued from page 12)

"Black Fat" Must Not be Put up in More Than One-Pound Packages

Specific instructions have been issued by the Bureau of Internal Revenue that "Black Fat" or "Black Horse" tobacco must not be put up in packages exceeding sixteen ounces net weight. Recent investigations by the Bureau disclosed the fact that some manufacturers of this kind of tobacco were putting it up in packages exceeding one pound in weight, and the latest order from the Bureau is designed to prevent a continuance of the practice.

It is pointed out that Section 27 (b) of Regulations 8, relating to the tax on tobacco, snuff, cigars and cigarettes, and purchase and sale of leaf tobacco, provides that leaf tobacco which is manipulated in a manner to produce what is known as "Black Fat," "Black Horse," etc., tobacco, when intended for use as ship's stores or consumption in the United States, is subject to tax and must be put up in proper packages by a manufacturer of tobacco and stamped taxpaid.

Section 70 of the same regulations sets forth the sizes of packages of tobacco and snuff, in which such product shall be put up by a manufacturer of tobacco, as prescribed by law.

Cavendish, plug, and twist tobacco only may be put up in packages exceeding sixteen ounces. "Black Fat" tobacco cannot be considered by even the most liberal interpretation, or by any ascertained trade usage, as ever being within either of these three classifications. It is leaf tobacco notwithstanding the special treatment, which changes its appearance or color.

Therefore, it is ordered, "Black Fat" or "Black Horse" tobacco, which is put up by a manufacturer of tobacco for sale or consumption in the United States, or for use as ship's stores shall be packed in packages as prescribed by law in respect to all other kinds of tobacco not otherwise provided for, containing not exceeding sixteen ounces net weight, and as prescribed in Section 70 of Regulations 8, revised February, 1922, in respect to leaf tobacco intended to be sold to consumers by a person other than the farmer or grower thereof.

Shippers Urged to Keep Record of Returned Parcel Post

Business men throughout the country are urged by the Third Assistant Postmaster General to keep an accurate record of all insured and C. O. D. parcels received by them or originally mailed by them and returned as undeliverable. Such a record, it is pointed out, would not only be a protection to the patron, but would also assist the post office in settling claims and in ascertaining the reason for return without delivery of an undue number of parcels. A number of cases have arisen where the number of parcels returned as undeliverable was of too high a proportion, but the department is unable to ascertain the reason for such non-delivery in cases where an accurate record is not kept. The post offices throughout the country have been instructed to keep as complete a record as possible and to secure the co-operation of patrons who also should keep a record, thereby permitting the service and the patron to get together for the determination of causes of failure to make deliveries.

SHORT FILLER BUNCHES GOOD ENOUGH TO PUT IN MOULDS AUTOMATICALLY—

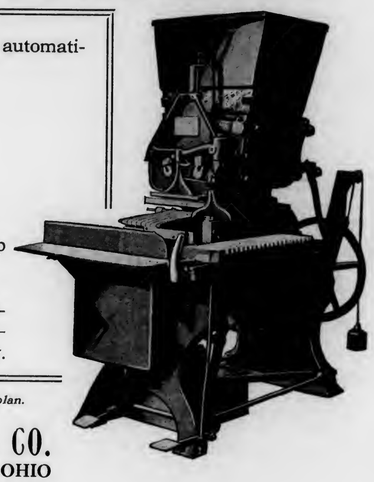
The mechanical operation of placing bunches in moulds automatically is not an unusual principle. But the

Quality Production

DUREX

Bunch Machine

is the ONLY ONE that utilizes this principle to speed up and increase production on short filler bunches.
Why?
Because the Durex produces bunches of a quality and uniformity that eliminates the necessity of hand selection—bunches GOOD ENOUGH to put in moulds automatically.



Write for descriptive booklet and information regarding our sales-service plan. A post card will bring it to you.

THE MILLER DuBRUL & PETERS MFG. CO.
NORWOOD CINCINNATI OHIO

This Is A Porto Rican Tobacco Year

No matter what the wrapper may be—Sumatra, Havana, or Connecticut shade-grown—unless the cigar has the right Tobacco in the filler it will not satisfy the discriminating smoker.

No longer is it necessary for a manufacturer to misbrand his product as "A Mild Havana" for the smoking public is gradually realizing that the ideal, mild, fragrant cigar which it has learned to enjoy, invariably contains Porto Rican Tobacco either exclusively or blended with other high grade Tobacco in the filler.

This year the crop of this Island is of almost uniform excellence while that grown on the uplands of the interior is said by experts to equal in quality the Tobacco grown in any part of the world.

Manufacturers who have studied the taste of the average American smoker are using Porto Rican Tobacco in their cigars and reaping the reward in their popularity—if you happen to be one of the few who don't, now is the time to start for

This Year It's Porto Rican Tobacco

If it hasn't the White Stamp it's not pure Porto Rican Tobacco.

Government of Porto Rico Tobacco Guarantee Agency

136 Water Street, New York — J. F. Vazquez, Agent — Telephone John 1379

SPECIAL PRICE

On Cigars in Christmas packages for Holiday trade:

44000—2 for 15c Cigars packed in 25 packages $35.00 per M.

50000 Cigars in square cans of 25, $27.50 per M.

Can make prompt shipment of any amount.

MANNINGTON TOBACCO CO.
Mannington, W. Va.
J. S. HAGGERTY, Gen. Mgr.

TADEMA HAVANA CIGARS
Argüelles, Lopez & Bro.
MAKERS
General Office and Factory, TAMPA, FLA.
Eastern Office 222 Pearl St. New York
Warehouse Havana Cuba

"HOOK UP" YOUR BRANDS
WITH NEW TRADE
BY PACKING YOUR CIGARS
IN WOODEN BOXES
WE MAKE GOOD BOXES—TRY US
Windsor Cigar Box Co.
WINDSOR PENNA.
After all nothing satisfies like a good cigar

NEWARK TOBACCO SALESMEN'S ASSOCIATION HOLDS ANNUAL PARTY

The Tobacco Salesmen's Association of Newark, N. J., held its Annual Theatre Party and Supper on Friday evening, November 9th. One hundred and fifty strong, the boys went to Miner's Theatre, and saw an excellent bill. After the show they wended their way to Eugene's Restaurant on Broad Street, Newark, N. J., where a very fine repast was served. The principals of the show, *i. e.*, Messrs. Billy Gilbert, Bobby Wilson and the Marx Brothers entertained the boys at the supper.

There were quite a few retailers present, amongst whom were Al Kolodin, Harry Shapiro, Frank Kaltman and I. Weinberg. Amongst the others present was Mr. Louis L. Langfeld, the oldest man in captivity who, at the present time, is manager of the New Jersey office of the Consolidated Cigar Company.

President Jack A. Martin welcomed the members and guests, and then introduced past president Abraham Brown, who very eloquently outlined the work done by the Tobacco Salesmen's Association.

Mr. E. M. Freeman, vice-president of the National Association, was then requested to say a few words, which he did.

Mr. Allen W. Leonard, the Chairman of the House Committee, who received all credit for the success of the theatre party and supper, was then introduced, and after a few remarks, he presented to Mr. Billy Gilbert, the star of the show, a very handsome bag.

During the show, the old actor spirit arose within the breast of Mr. Harry Eittleberg, and he sang a few selections, at the request of the principals of the show. Mr. Eittleberg is employed by the New Jersey Tobacco Company.

Big-hearted Sam Shatt, Ferd Schwabacher, Eddie Corry, Abe Greenberg, Mark Blum, Harry Ogden and Frank Barrett were amongst some of the members of the Newark branch present.

The affair never wound up until the wee hours of the morning and everybody voted it a big success.

On Friday evening, November 16th, the regular monthly meeting of the Newark branch will be held at the St. Francis Hotel, Newark, N. J. All brother tobacco salesmen, if in Newark on that date, are cordially invited to attend.

ABS

The Utmost in Quality and Service

Cigar Manufacturers' Supplies

Cigar Labels, Bands, Show Cards, Advertising, Cigar Cans, Plain or Lithographed Metal Signs, Packing Devices, Cedar Linings, Display Holders, Tin Foil, Plain, Embossed or Printed. Glass Jars, Pouches, Protector Strips, Paper Specialties, Tissue Wrappers, Tin Paste, Vegetable Glue, Gum Tragacanth, Cigar Makers Bundle Straps, Cigar Boards, Knives, Blades, Cutters, Table Mold Presses, Bunch and Branding Machines.
"EVERYTHING EXCEPT TOBACCO"

2309 RUSSELL ST. American Box Supply Co. DETROIT MICH.

REPRESENTATIVES:
J. R. BRADY, 3852 North Park Avenue, Philadelphia, Pa.
JOHN PIPER, P. O. Box 1792, Tampa, Fla. Home Address: 2307 Highland Ave. Tampa, Fla.
GENSIOR TOBACCO CO., 137 McGill Street, Montreal, P. Q.
GOLDBERG & LEONHARDT, 706 Sansome Street, San Francisco, California

THE COMING
Tobacco Industries Exposition
TO BE HELD AT THE
71st Regiment Armory, New York City
PARK AVENUE AND 34th STREET
January 28th to February 2nd, 1924
(INCLUSIVE)

is daily developing into a bigger and better Show than the Tobacco Industry has ever had.

It has the co-operation of the Tobacco Salesmen of the United States—the men who are on the "firing line" and in close touch with all branches of the trade, as well as virtually being the points of contact between the trade and thousands of consumers.

The Trade Press is exhibiting and co-operating with the Exposition Management, as well as with all exhibitors in the Show—all for the best interests of the Industry.

The daily newspapers throughout the country have already started to boost the Exposition and we have been assured they will continue to do so.

"Live wire" concerns representing nearly every branch of the Tobacco Industry have signed contracts for spaces, and others are daily arranging for their exhibits.

If YOU haven't signed for your space, get in touch with—

THE EXECUTIVE COMMITTEE
OF THE
National Exposition Company
HOTEL McALPIN NEW YORK CITY
BROADWAY AND 34th STREET
Suite 332 Telephone, Pennsylvania 5700
After all nothing satisfies like a good cigar

York County Items

(*Continued from Page 16*)

is usually in good humor these days. His pet hobby is U. C. T. of America, of which he is a supreme officer. The local council took in a class of something like twenty new members, which always makes Hiram happy.

Most factories could find work for more good cigarmakers and our daily papers show want ads every day, calling for tobacco strippers, cigarmakers and packers.

Some of our leaf dealers complain that it is some problem to secure enough good leaf at a price, so that they may see a margin themselves.

About all one hears these days is politics, and as we had a three-cornered ticket, this fall, that is, three men running for Mayor of York, things warmed up quite considerable. Funny how people will dig up all the past, present and future, also much stuff that is far from the truth. Surely when a man desires to find out just who he is and what the people think of him, let him try for some county or city office, and he will surely know more about himself than he ever knew before. We need some one to fill the offices, but excuse us from any such game as that.

Our idea of an energetic, happy existence, is to be busy at some useful occupation and keep everlastingly at it. When you are so busy that you forget the time of day and sometimes time for meals and often the days seem all too short for the things that you have in mind to do, ah! that is what we call living. Because man was made for activity and usefulness, he seems to be able to find satisfaction and contentment only when he really is active and not "moping" around and finding fault with about everything he sees or hears.

Our own prescription that we serve to ourself many times, when everything seems to go wrong, is "Forget it and get busy." Never nurse a grouch, ache or pain, because if you "baby" yourself, you never grow strong and healthy.

JAY BEE.

Tobacco Holds Important Place in Export Shipments

Leaf tobacco stands fourth in the list of commodities exported during the fiscal year ended in June, according to figures just compiled in the Department of Commerce, exports for the fiscal year reaching a total value of $145,625,000, which was 3.7 per cent. of the value of all exports for that year. The 1923 exports were 206 per cent. greater than the average for the period 1910-1914, when they amounted to $44,686,000, but were 7 per cent. less than the exports of the fiscal year 1922, when a value of $156,773,000 was reached. The only three commodities to be exported in greater volume than tobacco leaf are unmanufactured cotton, refined mineral oils and wheat.

Cigarettes stood twenty-second in the list, with exports during the fiscal year valued at $22,012,000, or six-tenths of one per cent. of the total. This was an increase of 77 per cent. as compared with the average for 1910-1914, and 7 per cent. as compared with the fiscal year 1922.

In imports, unmanufactured tobacco is tenth in importance, the total imports for the fiscal year ended last June being valued at $69,225,000, or 1.8 per cent. of the total. This was an increase of 118 per cent. as compared with the pre-war period, and 21 per cent. as compared with the preceding fiscal year.

LINZ.

PENNSYLVANIA CROP ESTIMATE

November 9, 1923.

The following report issued today by G. L. Morgan, Agricultural Statistician for Pennsylvania, United States Bureau of Agricultural Economics, shows the preliminary estimates of crops in Pennsylvania:

The preliminary estimate of the average yield per acre this season is 1310 pounds and the total production 60,260,000 pounds as compared with 56,760,000 pounds last year and 54,878,000 pounds the average production for the past ten years. The quality of this season's crop was 88 per cent. of a normal as compared with 86 per cent. last year and 91 per cent. the average quality for the past ten years. This year's preliminary and last year's final estimates for nearby states are as follows: Massachusetts, 14,500,000 pounds; 11,925,000 pounds; Connecticut, 43,500,000 pounds; 35,000,000 pounds; New York, 2,250,000 pounds; 2,200,000 pounds; Ohio, 53,200,000 pounds; 46,800,000 pounds; Wisconsin, 49,060,000 pounds; 45,600,000 pounds.

LARGE MATCH COMPANIES MERGE

According to report from Crawfordsville, Ind., the Indiana Match Corporation, of this city, becomes a part of the Federal Match Company, of New York, organized recently, in which have been merged nine independent match manufacturing companies of the United States. They are the Indiana Match Corporation, Crawfordsville; National Match Company, Joliet, Ill.; Fred Fear Match Company, Bloomsburg, Pa.; Pennsylvania Match Company, Bellefonte, Pa.; Wheeling Match Company, Wheeling, W. Va.; Union Match Company, Duluth, Minn.; Minnesota Match Company, Duluth; Reliable Match Company, Ashland, O., and the Cleveland Match Company, Cleveland.

VASSAR HONOR SYSTEM IN DANGER

The honor system which has been in practice at Vassar College for some time is in danger of being abolished on account of the minor rules which have lately been established prohibiting the fair ones from smoking cigarettes or exhibiting bare knees on the campus.

These "minor" rules, as they are called, have not been strictly adhered to and for that reason it is said that the sophomore and junior classes publicly debated the question, a short time ago, as to whether the whole system should not be dropped on that account.

TOBACCO PRODUCTS CALL MEETING

A meeting of the stockholders of the Tobacco Products Corporation has been called for today to approve the lease of its manufacturing assets to the American Tobacco Company, and following the approval of this lease, the directors will meet to declare a dividend on the common stock.

PROGRESSIVE CREDITORS MEET

A meeting of the creditors of the Progressive Cigar Company has been called for today, at the office of the referee at 1318 Locust Street. It is understood that permission to sell the assets of the company will be asked.

IN answering a new customer's question—what's a good cigar? Offer him a Bayuk Product and make him a steady patron.

After all nothing satisfies like a good cigar

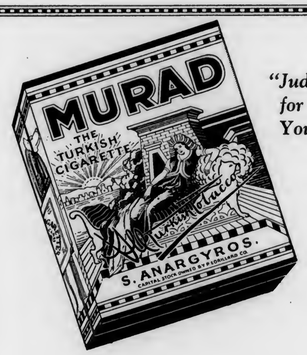
BAYUK CICARS, INC.

Originators of the

BAYUK INIMITABLE BLEND and
BAYUK INCOMPARABLE BRANDS

PHILADELPHIA

New York, 119 Lafayette Street Phone Franklin 3166



"Judge for Yourself"

The world's most famous and largest selling high grade cigarette

Turkish Cigarettes contain no artificial flavoring and are therefore purer and better than other kinds of cigarettes. MURADS are made only of 100% Pure Turkish Tobacco

ot the finest varieties grown, and are appreciated and desired by smokers who demand the best the world has to offer in cigarettes.

Anargyros Makers of the Highest Grade Turkish and Egyptian Cigarettes in the World

MURAD

IS HAVANA DOOMED?

"Manufacturers of Havana cigars state that the more cigars they make the more money they lose," says Harry A. Cochrane, president of the National Exposition Company, managers of the Tobacco Industries Exposition to be held at the Seventy-first Regiment Armory, New York, January 28th, to February 2d.

"These manufacturers we have come in contact with and interviewed state that their output is limited by certain restricting influences, that leaf is high, labor is high and profits have been turned into losses.

"What is the answer?

"Are they going to continue selling at a loss? How long can they continue doing so? Porto Rico, the Philippines, Connecticut Valley and other tobacco growing districts are rapidly forging ahead and beating Havana," continued Mr. Cochrane.

"In a number of the interviews we have had of late with Havana manufacturers they have frankly acknowledged that they see these districts forging ahead of them and state they know this is being done by organization, exploitation and up-to-date publicity and when asked why they do not do likewise, they answer that they do not seem able to get together and work in harmonious co-operation for exploitation and other phases of trade expansion and development.

"With a quality product such as Havana produces, why in the name of Sam Hill don't the manufacturers and distributors of these Havana products get together and with concerted action put their message over to the smoking public who are only too anxious to pay the price for that class of goods?

"Are they going to have the courage of their convictions and come out frankly and state that if you want to smoke Havana cigars, you will have to pay a little more money because these cigars are worth it, and are they going to do something to promote the greater use of Havana cigars among the high-class smokers or are they simply going to die the way they stand?

"Porto Rico, the Philippines, the Connecticut Valley and other districts are providing conclusive proof of the value of organization and exploitation as are other tobacco districts.

"These districts are not dying on their feet. They are using up-to-date publicity methods and in each individual section or district, the manufacturers are getting together and boosting the use of their products and emphasizing the merits of their products. What is the result?

"It is this. They are coming to the front and increasing their sales. People are smoking the exploited goods and Havana is rapidly taking a rear position in the process.

"Havana manufacturers themselves recognize this fact but do nothing about it.

"Another remarkable situation that has been brought to our attention is the lack of appreciation by many retailers, of the fact that there is more money in the advertised brands of cigars even though the profits may be smaller in each individual sale than would be in a brand that did not advertise or create a demand from the public. It is not in the tobacco industry alone that the importance of advertising brand names and creating a national demand from the consumers has been conclusively proven as of greater value and profit to the retailer but it is a fact that many tobacco retailers frequently imagine they are making more money by forcing a non-advertised brand of cigars upon buyers because they make a penny or more profit on that individual sale. They overlook the fact that the advertised brands have brought them the customer and the substitution or 'Just as good' policy drives business away. This lesson has been learned to their cost by the druggists of the country and you now find the average druggist refusing to handle any goods that are not nationally advertised and a demand created by the manufacturers and distributors."

WAR RISK INSURANCE CLAIMS REJECTED

The following statement has been received from the Tobacco Merchants Association of America:

It will be recalled that in our Bulletin of December 13, 1922, we called attention to the fact that the German-American Mixed Claims Commission was receiving and considering claims for reimbursement of the excess marine insurance premiums paid as a result of the submarine warfare, under the Peace Treaty between the United States and Germany.

As the war risk insurance premiums paid by importers and exporters of tobacco during the war undoubtedly mounted up to vast sums, we are informed that quite a number of claims have been filed with the Commission for the recovery of the war risk premiums paid by American nationals on imports and exports of tobacco and tobacco products.

We regret, therefore, to announce that the Commission has rejected all claims of this nature, holding that the premiums were paid for protection against possible acts which never occurred, and that there is no complaint of injury, destruction, or seizure of property by Germany involved in this class of cases.

In this group of claims, the Commission says:

> "There is no complaint of injury to or destruction or seizure of property by the acts of Germany or her agents. The sole complaint here is that the hazards of the war required the claimants as a matter of business prudence to protect by insurance against risks which never matured into damage to or destruction of the property insured, and the claimants seek to recover from Germany the cost to them of such insurance. Under the terms of the Treaty of Berlin as construed by Administrative Decisions Numbers I and II handed down this day, Germany is financially obligated to make full and complete compensation for all losses sustained by American nationals proximately caused by Germany's acts. But under the terms of that treaty Germany cannot be held liable for all losses incident to the very existence of a state of war. To this class belong claims by American nationals for refund of premiums paid by them for insurance against the risks of possible losses which never occurred, risks in their very nature uncertain, indefinite, undeterminable, and too remote to furnish a solid basis on which to rest a claim."

All told 3193 claims, aggregating $345,000,000, belonging to the group of war risk insurance claims filed with the Commission, have thus been rejected. As the decision of the Commission seems to be final this practically disposes of all of this class of cases.

"NEVER MORE"

Ben Higgins never would be passed,
He bragged his car's endurance,
He passed six cars with backward glance—
His wife has his insurance.—*Pitt Panther.*

A Manila Brand

The Success of Your Manila Business Depends on Your Manila Brand

Job-lotting is dangerous. Besides you never can build anything with nondescript, fly-by-night cigars that are here today and gone tomorrow

Put in the Brand That is Going to Carry You on to a Steady, Profitable Business

Manila Importers and Jobbers are offering wonderful values in cigars selling from 5 to 25 cents that win the good opinion of Smokers

List of Brand Builders on Application

MANILA AD AGENCY

(C. A. BOND, Mgr.)

15 WILLIAM STREET - NEW YORK

Phone Broad 1015

Not a Matter of Price, but of Popularity

THE FACT that millions of Counsellors, at ***2 for 15c,*** are being smoked by men who can afford to pay more, is pretty convincing proof of their exceptional goodness.

Nothing that we can say could possibly be more flattering than the comments of seasoned smokers who buy Counsellors day in and day out. For Counsellor is *the* cigar

Made Famous by its Smokers

CRESSMAN'S COUNSELLOR CIGAR

ALLEN R. CRESSMAN'S SONS *Cigar Manufacturers* Philadelphia

MERCHANTS CIGAR BOX CO.
DALLASTOWN, PA.
MANUFACTURERS OF
CIGAR BOXES & CASES
Dealers in Labels, Bands and Edgings
CAPACITY 15,000 DAILY

If It's Wood— We make them. Anything in Cedar, Veneer, Redwood and Imitation.

If It's Prices— We have them. Let us quote you on your need. Line up with a first class boxmaker for your 1923 requirements.

First Class Cigar Boxes Guaranteed

EPCO and EPCO HAVANA FIVES
Cabanas Sumatra Wrapped

A DOG-ON GOOD 5¢ CIGAR

You cannot go wrong in handling all or any one of these brands as they are the leading 5 cent cigars.
We are the manufacturers who made it possible for you to buy exceptionally good 5 cent cigars.

East Prospect Cigar Co.
Manufacturers of "Cigars That Sell"
East Prospect : Pennsylvania
SOME TERRITORY OPEN FOR LIVE JOBBERS

Detroit News

(*Continued from Page 10*)

truck minus the load of cigars and tobacco. The Charles F. Becker Company, 226 Woodward Avenue, wholesale tobacco dealers, are owners of the truck and stolen tobacco.

Louis Golovine, "Mi Subrino" cigars, called on the trade here last week and reported a very satisfactory business along the route covered.

Irving Hahn, representing R. Steinecke Company, New York, N. Y., manufacturers of "Aresco," "Norma" and "Liederkranz Cabinet" cigars, was on the list of visitors here last week. Irving says he had a big business this year and orders for holiday packings was the biggest ever.

W. W. Rosebro, western representative for the Porto Rican-American Tobacco Company, and the New York-Tampa Cigar Company, was a recent visitor to Detroit. "Doc" reports conditions as being very good all through the western territory. "Personality" cigars are repeating fine in every section of the country. The "El Toro" and "Portina" brands are showing real speed with all of his distributors.

F. W. Sommerfeld, president of Carl Upmann, Incorporated, New York, N. Y., manufacturers of high-grade cigars, called on the Detroit trade this week.

Arthur Hanauer, of Kaufmann Brothers & Boudy, manufacturers of pipes and smokers articles, worked the retail trade here last week and reported a very satisfactory business. Arthur's line enjoys a big sale and his novelties have a ready market.

Tom Thurlby, of the Alberta Cigar Company, Detroit, Mich., manufacturers of "Green Seal" cigars, has returned from a trip through the northern part of the state. Tom says "Green Seal" cigars are selling big in every section of the state.

Fred O. Reed has purchased the cigar stand in the Guarantee Trust Company building, located at 606 Woodward Avenue, from J. B. Girard. "Jack's" many friends regret to lose him in the downtown section, where he has been associated in the cigar business for many years. It is reported "Jack" has the California bee in his bonnet, as the Golden West and Sunny California has been the topic of his recent conversations. We hope he stays away from Hollywood, for that's no place for a good cigar man like our friend "Jack."

Ralph M. Gans, of the Gans Cigar Company, Inc., New York, N. Y., called on the retailers here last week, and reported a very satisfactory business on his line all along the route covered.

Jack Planco, of Ruy Suarez & Company, manufacturers of the famous "Planco" cigars, was a recent visitor here. Ralph Damon, Michigan representative, had Jack in tow and was showing him all the high spots of the city. Jack left for the West, saying he was well pleased with the progress his brand was making here.

Harry Bump, of J. L. Marcero & Company, who has been confined in the Ford Hospital for the past two weeks, is out and on the job again. Harry says he is feeling fine and that the rest did him lots of good, after the M. D.'s were through using T. N. T., boxing gloves, etc.

(*Continued on Page 26*)

DIEU ET MON DROIT
PALL MALL
SPECIAL
THESE CIGARETTES ARE GUARANTEED TO BE OF THE SAME IDENTICAL BLEND OF TURKISH TOBACCOS AS THE FAMOUS PALL MALL ORIGINAL SIZE.
THE ONLY DIFFERENCE IS THAT THE CIGARETTE IS SLIGHTLY SMALLER THAN THE ORIGINAL SIZE OF PALL MALL
20 for 30¢
WEST OF THE ROCKIES 20 for 35c
PALL MALL Specials
New size — plain ends only
No change in size or price of PALL MALL Regulars
(cork tip)
© Guaranteed by
The American Tobacco Co.
INCORPORATED

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

CLIFF. CREST. CLUB:—43,533. For cigars, cigarettes and tobacco. October 25, 1923. Herschman & Lenhoff, Chicago, Ill.

LA PICANTA:—43,537. For all tobacco products. October 6, 1923. The Moehle Litho. Co., Inc., Brooklyn, N. Y.

ANDREMI'S:—43,538. For all tobacco products. September 29, 1923. M. A. Andre, New York, N. Y.

BONAR LAW:—43,539. For all tobacco products. October 31, 1923. American Litho. Co., New York, N. Y.

ELLICOTT SQUARE:—43,540. For pipes. November 7, 1923. R. J. Seidenberg Co., Buffalo, N. Y.

ROSIE O'REILLY:—43,541. For cigars, cigarettes and tobacco. November 5, 1923. A. C. Henschel & Co., Chicago, Ill.

BANNOCKBURN:—43,529. For smoking pipes. October 24, 1923. Kaufmann Bros. & Bondy, New York, N. Y.

MISTLETOE:—43,530. For leaf tobacco and leaf tobacco scraps. October 22, 1923. J. K. Long, Versailles, Ohio.

BRIGHT CIRCLE:—43,531. For all tobacco products, pipes and smokers' articles. October 9, 1923. Wolf Brothers, London, England, and San Francisco, Cal.

TRANSFERS

GARCIA FLORENCE:—40,028 (Tobacco Merchants Association). For cigars, cigarettes and cheroots. Registered January 3, 1917, by Malbinez & Co., Brooklyn, N. Y. Through mesne transfers acquired by Sabol and Loria, New York City, and re-transferred to Louis Lazarus, New York, N. Y., February 10, 1923.

CROWNEL:—31,732 (Tobacco Leaf). For cigars, cigarettes, cheroots and tobacco. Registered May 29, 1906, by J. M. Logan, Brooklyn, N. Y. Transferred to Edwin Cigar Co., New York City, and re-transferred to the Crownel Cigar Co., New York, N. Y., January 27, 1920.

DU BOIS:—43,396 (Tobacco Merchants Association). For cigars, cigarettes and tobacco. Registered July 2, 1923, by Sidney J. Freeman & Sons, New York, N. Y. Transferred to Holtz Cigar Co., Inc., Buffalo, N. Y., October 29, 1923.

HORACE GREELEY:—7165 (U. S. Tobacco Journal). For cigars. Registered November 29, 1886, by Geo. S. Harris & Sons, Philadelphia, Pa. Transferred to McCoy & Co., New York City, and re-transferred by Consolidated Cigar Corporation, successor to McCoy & Co., to the American Box Supply Co., Detroit, Mich., July 1, 1920.

JOHN HAY, Jr.:—29,084 (Tobacco Leaf). For cigars, cigarettes, cheroots and tobacco. Registered February 3, 1905, by Stewart, Newburger & Co., Ltd., Philadelphia, Pa. Transferred to W. W. Stewart & Sons, Reading, Pa., March 16, 1906.

CADETS:—29,084 (Tobacco Leaf). For cigars, cigarettes, cheroots and tobacco. Registered February 3, 1905, by Stewart, Newburger & Co., Ltd., Philadelphia, Pa. Transferred to W. W. Stewart & Sons, Reading, Pa., March 16, 1906.

CANCELLATION OF REGISTRATION

BENITO MUSSOLINI:—42,873. For all tobacco products. Registered November 18, 1922, by the American Litho. Co., New York, N. Y.

GENERAL CIGAR COMPANY HELPING T. M. A. BOOST USE OF CIGAR SLOGAN

The General Cigar Company, further emphasizing their progressive methods, will, during the next four months, have printed on all loose flaps in their cigar boxes the cigar slogan adopted by the Tobacco Merchants' Association, "After All, Nothing Satisfies Like a Good Cigar."

This splendid example of co-operation should act as an incentive for *all* cigar manufacturers to do their utmost to further the use of this design and slogan which has for its direct object the stimulation of cigar sales.

DETROIT NEWS

(Continued from Page 24)

The General Cigar Company have closed their retail store in the Real Estate Exchange building on Cadillac Square, which they have operated for a number of years.

The Bird Cigar Company, located in the Book Building on Washington Boulevard, has two attractive window displays showing "Harvester" and "Personality" cigars. Mr. Bird states that these two brands are enjoying a very good sale in his store.

Fred Oakes, of E. H. Gato & Company, manufacturers of the famous "Cressida Country Club" cigars, gave the city the once over last week. Fred reports his business as never better, also saying that he is very well pleased with the sale his brand has in Detroit.

J. B. Annis, of Gradiaz, Annis & Company, manufacturers of "Don Julian" Havana cigars, Tampa, Fla., was a recent visitor to Detroit.

Detroit leads again, *viz.:* On November 11th, the largest American flag in the world was flown to the breeze, from one of Detroit's leading department stores. Ninety persons worked on the flag for twenty-seven days before it was completed. It is 150 feet long and 90 feet wide. The stars are five feet across and the stripes are seven feet wide. There are 13,500 feet of cloth in the flag and the thread used to sew it together would stretch a distance of seven and one-half miles. The cost was $3000.

Jim William, of A. Amo & Company, was a recent visitor to the factory and headquarters at Tampa, Fla. It was Jim's first trip to the far-away Sunny South, where the alligators and palm trees grow. I am told he was like a boy out of school, when he was led through orange groves, and to the beach where the fair ones bathe in the tropical sun. The boys filled him full of the joys of Tampa and its environments, and according to information from my old friend George Meigs, Jim swallowed bait, hook, line and sinker. Jim says he just loves Tampa and that it is the greatest place on the map. So before traveling south, if Tampa is on your route, just see Jim for information, he has all the latest dope.

Stamp vending machines are the latest vogue for pick up boys, and many machines disappear from cigar stores these days. Only last week an unsuspecting customer in the Watkins Store at the David Whitney building walked off with the machine. Maybe the old childhood game of Post Office is in style again, and the boys have to have real honest-to-goodness stamps, before they can kiss the queens of the party. Watch the boys, Pearl, they are naughty these days.

Yours truly,

Mike of Detroit

SMOKERS MORE EFFICIENT AFTER PUFFING AWHILE

Madison, Wis., October 25, (United Press).

The average adult who smokes is 5 per cent. more efficient after smoking than before, was the statement made by Prof. C. L. Hull, of the Psychology Department of the University of Wisconsin, following a year's research with other scientists at the University of Wisconsin and specialists at Yale University.

CIGAR BOXES

Dependable service—Quality packages—to meet any requirement in the Wooden Containers for Cigars

The WOODEN package is the retainer of AROMA from Factory to Consumer

The Buckley Cigar Box Co., 24 Vine St., DESHLER, OHIO.

After all nothing satisfies like a good cigar

The Buckley Box Co., 1106 West Town St., COLUMBUS, OHIO.

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
WESTERN REPRESENTATIVE:
PAUL PIERSON
139 North Clark Street, Chicago, Ill.
Cigar Labels, Bands and Trimmings of Highest Quality

OSCAR PASBACH, PRES. J. A. VOICE, SECY. & GEN'L. MANAGER
PASBACH-VOICE LITHOGRAPHING CO. INC.
ART LITHOGRAPHERS
GRAND STREET AND MORGAN AVENUE
BROOKLYN, N. Y.
CIGAR LABELS - CIGAR BANDS

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
2309 Russell Street Detroit, Mich.
Corner of Grattot Street
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

CIGAR BOX LABELS BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

SINCE 1870
CIGAR BANDS CIGAR LABELS
SPECIAL PROCESS
WM. STEINER SONS & CO.
257-265 W. 17th St. - New York City
Sole Distributors for New Model Cigar Banding Machine for Ungummed Bands

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

The Celebrated Dill's Best
Long Cool Smoke
Dealers CAN NOW GET DILL'S BEST SMOKING TOBACCO THROUGH ANY REGULAR JOBBER
J. G. DILL CO.
RICHMOND, VA.
Manufacturers of HIGH GRADE SMOKING TOBACCO.

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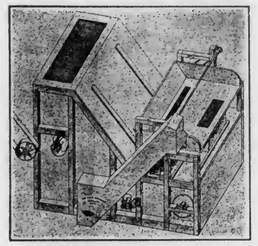
VOLUME 43 No. 23

THE TOBACCO WORLD

JOHN H. BAKER
SCRAP CUTTER
AND
SEPARATOR



A Scrap Cutter and Separator that really does separate

Write for descriptive matter and new price

Cigar Manufacturers Making Short Filler

CIGARS

Will do well to try our

Blended Scrap Havana Aroma

On the market since 1902

Twenty years giving satisfaction right along

HAS A FINE AROMA

CAN'T TELL IT FROM THE REAL HAVANA

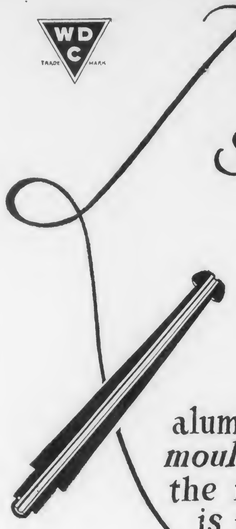
Write for sample and price

Baker Tobacco and Cigar Machinery Company

YORK, PENNA.

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST. PHILA., PA.

A remarkable test of superior strength showing why we can unconditionally guarantee the Duro-bit

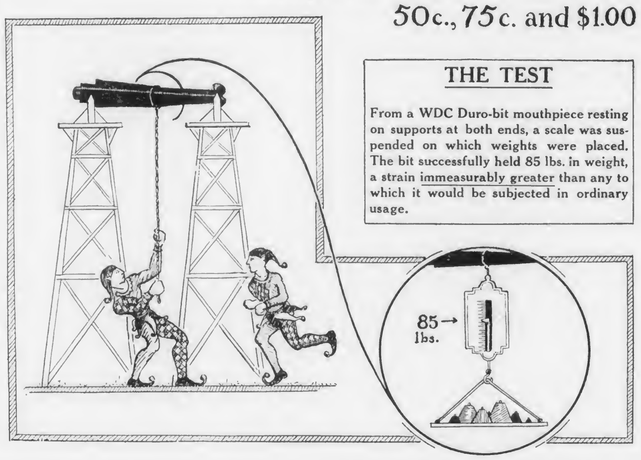


An aluminum tube *moulded into* the rubber bit is the secret

THE ORIGINAL PIPE OF ITS KIND

In Popular Styles to Retail at 50c., 75c. and $1.00

THE fine quality of vulcanized rubber used in all WDC rubber mouthpieces ~ reinforced in the Duro-bit by an aluminum tube moulded in throughout its entire length assures the Duro-bit pipe smoker of a bit that practically cannot be broken



THE TEST

From a WDC Duro-bit mouthpiece resting on supports at both ends, a scale was suspended on which weights were placed. The bit successfully held 85 lbs. in weight, a strain immeasurably greater than any to which it would be subjected in ordinary usage.

STATE OF NEW YORK }ss:
CITY OF NEW YORK }

The undersigned after being duly sworn according to law did say that on September 19, 1923, they did conduct a laboratory experiment to test the strength of a Duro-bit pipe mouthpiece. They did say that the mouthpiece was 3 inches long and 10⅝ m/m in diameter, made of vulcanized rubber reinforced with an aluminum tube moulded in throughout its length. They did say that the mouthpiece thus tested was not made special for this experiment, but was arbitrarily taken from stock. They did further say that the Duro-bit mouthpiece did support a suspended weight of 85 lbs. without breaking.

Sworn to before me this 24th day of September, 1923, at Richmond Hill, N. Y.

NOTARY PUBLIC.

LOUIS BUDIN NOTARY PUBLIC KINGS COUNTY

Signed Ben N. Poelak

Signed James J. Buhl

WM. DEMUTH & CO., NEW YORK
WORLD'S LARGEST MAKERS OF FINE PIPES

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HAVANA - - AWAKE!!

AN INVITATION is extended to Havana Manufacturers and distributors to meet at the coming TOBACCO INDUSTRIES EXPOSITION and organize to put into operation a trade benefit and exploitation campaign to promote a greater use of Havana products.

The Exposition is willing to set aside a special day to be known as "Havana Day".

Here is an opportunity for Havana interests to capitalize to their advantage a potential advertising force of at least a half a million dollars generated by the intensified interest in the Exposition.

Surely you are interested enough in this idea to cooperate and send the undersigned your suggestions as to how to bring this idea to a successful conclusion.

EXECUTIVE COMMITTEE
OF THE
TOBACCO INDUSTRIES EXPOSITION

HOTEL McALPIN Broadway and 34th Street NEW YORK CITY

TELEPHONE, PENNSYLVANIA 5700

SHEIP & VANDEGRIFT

INCORPORATED
NELSON M. VANDEGRIFT, President

CIGAR BOXES

QUALITY AND SERVICE
812-832 N. Lawrence St. Philadelphia, Pa.

THE DEISEL-WEMMER CO. Makers LIMA, OHIO

FINE phrases don't make cigars more enjoyable. The quality of Bayuk Products is proven by the millions of cigar smokers who ask for their particular Bayuk favorite by name.

BAYUK CIGARS, INC.
Originators of the
BAYUK INIMITABLE BLEND and
BAYUK INCOMPARABLE BRANDS
PHILADELPHIA

New York, 119 Lafayette Street Phone Franklin 3166

The New
LA-TOSELLA
Buddies
Perfect Blending Joy Unending for 10¢
Mild and mellow—
Mild and tasty—
Mild and smooth—
But always Mild!
Made by
BOBROW BROS., Inc.
Philadelphia, U. S. A.
Makers of
"BOLD"—"TOPIC"—"RECALL" Cigars

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Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

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WISCONSIN TOBACCO FOR SALE.—Approximately 200 cases 1918, 1919, 1920 and 1922 Southern Wisconsin tobacco. Samples at Rockdale, Dane Co., Wis. L. G. Anderson, 2127 Iowa St., Chicago, Ill.

FOR SALE—ONE COMPLETE SET NEWTON-STOAKES LETTERING PENS, with inks and complete instructions for making nifty show cards and price tickets. Absolutely new. Address Box 451, care of "The Tobacco World."

BUSINESS OPPORTUNITY

MODERN EQUIPPED FACTORY. Desirably located, State of Pennsylvania. Steam heated. Capacity 100,000 minimum, 200,000 maximum. Producing good workmanship. Scale of price right for 10-cent line. Actively operating at present with good organization. Rent reasonable. Further details on inquiry. Address Box 454, care of "The Tobacco World."

SITUATION WANTED

A CAPABLE CIGAR FACTORY EXECUTIVE AGGRESSIVE with initiative and executive ability to handle large factory or factories, capable of starting chain of factories; will be open for position shortly. Address Box Z, care of "The Tobacco World."

The Tobacco World
Established 1881

VOLUME 43 DECEMBER 1, 1923 No. 23

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

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PRICE: United States, Canada, Cuba and Philippine Islands, $2.00 a year. Foreign, $3.50.

Harry Blum's
NATURAL BLOOM
QUALITY CIGARS

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

All successful men
use the toasted process
in their business!

THEY call it Efficiency. But it amounts to the same thing.

Because, stripped of its purely technical significance, the Toasted Process is efficiency by another name. It represents the last ounce of effort which, in all the productions of men, distinguishes the isolated examples of quality. Toasting the tobaccos in LUCKY STRIKE CIGARETTES adds 45 minutes to the cost of production, but it seals in the flavor.

And we would rather save the flavor than the time.

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Guaranteed by
The American Tobacco Co.
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CHANGE TO THE BRAND
THAT NEVER CHANGES

Introducing

THE
SYLVANIA

The newest and most beautifully furnished hotel in Philadelphia, situated just off Broad Street on Locust Street.

Conducted by J. C. Bonner who for the past ten years has been associated with the management of the Ritz Hotels—Philadelphia, New York and Atlantic City. :: :: :: ::

LA MEGA
Clear Havana Cigar
MADE-IN-BOND

LA MEGA is made only in the finer grades.
More than 50 shapes and sizes to select from.
Prices and terms cheerfully furnished upon application.

V. GUERRA, DIAZ & CO.
TAMPA, FLA.

Wanted
Jobs of Cigars

In quantities of 25,000 up to 500,000. Must be standard brands. All these cigars will be sold over our counter at retail. We have the largest retail cigar business of any cigar stand in the world. All goods paid for ten days after being received. - - - - -

E. ROCKWELL
Manager Cigar Department

E. C. KINSEL
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Established 35 Years

Get the Utmost in SALES and ADVERTISING Values from your Cigar Containers by Packing Your Brands Exclusively in Wooden Cigar Boxes.

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By treating your tobacco with the exterminator
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USE SHUEY'S Process of Sterilization Tobacco Herein Contained Treated by SATISFACTION TO DEALER OUR BENEFICIAL TO CONSUMER STAMP PURITY

Harmless to user. Easy to apply without additional help. Why not insure your product now?

Does not in any way change the Taste, Aroma or Burning Qualities of the tobacco
Order Sample Gallon Today and Convince Yourself

SHUEY TOBACCO BUG EXTERMINATOR CO.
1436 WALNUT STREET CINCINNATI, OHIO

Volume 43

THE TOBACCO WORLD

Established 1881

Number 23

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, DECEMBER 1, 1923 Foreign $3.50

EDITORIAL COMMENT

THE smaller cigar manufacturers who find their problems increasing from year to year probably fail to take into account, in the majority of cases, the many changes that are constantly going on in the industry.

The larger manufacturers could not succeed and grow if it were not for the fact that they do things a little better and a little more economically than their competitors.

We frankly admit that the larger manufacturers have an advantage in purchasing power, which brings with it many additional benefits. But if this were the determining factor then they would have eliminated the greater portion of the manufacturers long ago. Also, if it were the keystone of success there would be no rapid rises to fame and fortune such as take place in the industry every year.

Almost every year new brands rise to almost national prominence, which is proof in itself that the smaller manufacturer can attain success if he goes about it in the right way.

We do not pretend to know just what is the right way but we have some ideas that may have a pertinent bearing.

No one would think of running a stage coach line to New York in this day in competition with the railroad trains. Yet there are hundreds of manufacturers who cannot be convinced that manufacturing methods have changed in the last decade. And still they wonder why they cannot meet competition.

We met a concrete example only a few days ago. A salesman was calling on an executive of a firm of international reputation. When he stated the purpose of his visit, the executive looked at him and said, "Ridiculous, it can't be done. We have tried to do it and *we know* it can't be done."

Nothing that the salesman could say would change his attitude. As a matter of fact a number of manufacturers will testify that the salesman could do all that he claimed.

Such an attitude is hopeless for a firm that expects to stay in business. The progressive house has an open mind and is willing to listen to anything new that will help their business. Of course they want proof. But the progressive house is beyond the "It can't be done" stage, or else it would not be a progressive house.

Hand labor is too expensive to be expended on the cheaper grades of cigars in this section of the country, but even with a score of mechanical devices for facilitating the production of cigars, the old argument is still trotted forth, "It can't be done."

Among the most successful firms in these United States are a great many that are using mechanical facilitating devices for the production of cigars. Their brands are selling and many of them are growing.

Machinery tends toward standardization, and it tends toward economy. Its successful users are growing. But machinery needs to be understood in connection with the work it is supposed to do. No manufacturer claims the impossible, nor is machinery so versatile in character that it can do anything. The industry is fortunate to have at its disposal a machine that will economically do one operation well, although some can do several.

For the smaller manufacturer to succeed he must bury his pride and his prejudice—if he is seeking success. The fact that our ancestors were Democrats doesn't mean anything in our life nor do we allow it to be a reason for our political affiliation.

Our grandfather drove around his farms in a horse and buggy. It is no example for us to follow when we have an automobile to make the trip in one-tenth of the time. We are not hidebound by tradition.

If you haven't any original ideas of your own, give attention to the methods of the successful manufacturer. The General Cigar Company gave up one hundred and fifty sectional brands to build up five national ones. We know manufacturers using about forty different labels who do not own a label that they have as much production on as those they are making for someone else.

Machinery has shown the way in almost every industry but the cigar box industry, and the sole reason

(*Continued on Page 9*)

CORAZA PRESIDENT RETURNS

Howard F. Pent, President of the Coraza Cigar Company, has just returned from an extended trip through the Middle West and Southern States and reports the opening of six new and promising accounts for his brand.

The Coraza Cigar Company manufactures the "Marshall Field," a Java wrapped cigar, in six sizes.

BURSTING TIRE BREAKS CIGAR STORE WINDOW

The plate glass window in the cigar store at Second and Pine Streets, was broken on Wednesday evening and Harold Albert was injured when the automobile tire he was inflating bursted. The valve on the tire blew out, striking Albert on the leg and glancing off continued on its way through the store window.

A. T. COMPANY DIVIDEND

At the meeting of the Board of Directors of the American Tobacco Company, held on Tuesday last, the regularly quarterly dividend on the preferred stock of the company was declared.

Items of Interest

Godfrey S. Mahn, formerly at Second and Chestnut Streets, has opened an up-to-date store at the southwest corner of Fourth and Chestnut Streets, where you will find a complete line of imported and domestic cigars. His famous "As You Like It" is carried in twenty-six sizes, retailing at from $5.00 to $50.00 per hundred.

S. Grabosky, of the G. H. P. Cigar Company, has returned from a visit to Havana. The G. H. P. Cigar Company manufactures the well-known "El Producto."

Sam Bayuk and Harvey L. Hirst, of Bayuk Cigars, Incorporated, are on a trip through the Western States. Mr. Bayuk expects to continue his trip to the Pacific coast, but Mr. Hirst will return in a short time.

J. W. Levy of the Delphia Cigar Company, manufacturers of "Tedello" cigars, visited Cleveland and other western cities during the past two weeks in the interest of his brand.

I. M. Jacoby, of Meyer and Mendelsohn, was a visitor to Philadelphia last week.

The "Metropolitan," a new cigar brand of I. Lewis & Company, is being introduced in Philadelphia and is being extensively advertised in local newspapers.

Bobrow Brothers' brands, "Topic," "Bold" and "Recall," are enjoying a fine distribution in New York City and Brooklyn.

Trade-Mark Ruling Reversed

Foreign merchandise bearing a trade-mark registered in the Patent Office by an American citizen may not be imported, the Customs Division of the Treasury Department has held, and collectors at all ports have been instructed to seize all such shipments coming to their attention. Even if the offending trade-mark is obliterated or removed, the merchandise is not to be permitted entry, but must be seized. This ruling reverses a former decision by the department under which such merchandise might be admitted if the trade-mark were removed by the consignee.

LINZ.

RAILROAD MERGER TO BE HEARD ON JANUARY 7

The Interstate Commerce Commission has announced that arguments will be heard on January 7 on the question of consolidating the railroads of the country into nineteen major systems. The commission has already conducted extensive hearings on the subject, and the object of the conference on January 7 is to clean up the loose ends of its investigation in order that it may formulate its final plan of consolidation, which will then be submitted to Congress.

Consolidation of the railroads of the country into a number of major systems, it is pointed out by proponents of the scheme, would give an orderly system of transportation in lieu of the present more or less disorganized group of lines all serving the same territory. The various systems would be competitors and the different territories would be able to operate more economically because of the fact that the rate question could be straightened out together with some of the most important operating problems with which the railroads are faced. Quicker transportation of commodities from producer to consumer is one of the advantages claimed for the scheme.

LINZ.

PRODUCTION INCREASES IN ALL CLASSES IN OCTOBER EXCEPT A

November 26, 1923.

The following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of internal revenue collections for the month of October, 1923. (Figures for October, 1923, are subject to revision until published in the annual report):

Products		*October, 1922*	*October, 1923*
Cigars large)			
Class A	No.	261,659,145	255,722,275
Class B	No.	157,233,388	162,016,963
Class C	No.	257,909,369	275,170,232
Class D	No.	13,196,168	14,488,601
Class E	No.	3,942,708	4,256,763
Total		693,940,778	711,654,834
Cigars (small)	No.	53,788,100	46,711,047
Cigarettes (large)	No.	1,689,651	1,874,243
Cigarettes (small)	No.	4,497,685 107	6,277,169,227
Snuff manufactured	lbs.	3,014,706	3,146,197
Tobacco manufactured	lbs.	32,740,087	33,236,161

Note: The above statement does not include tax-paid products from Porto Rico and the Philippine Islands. This information is shown in supplemental statement.

Supplemental Statement

Tax-paid products from Porto Rico for the month of October:

Products		*October, 1922*	*October, 1923*
Cigars (large)			
Class A	No.	11,350,800	11,890,655
Class B	No.	2,531,075	2,148,650
Class C	No.	5,187,060	5,182,150
Class D	No.	10,625	37,150
Class E	No.	500	1,000
Total	No.	19,080,060	19,259,605
Cigars (small)	No.	2,000,000	2,000,000
Cigarettes (large)	No.	20,000	95,000
Cigarettes (small)	No.	65,040	40,000

Tax-paid products from the Philippine Islands for the month of October:

Products		*October, 1922*	*October, 1923*
Cigars (large)			
Class A	No.	21,384,542	24,143,183
Class B	No.	760,800	553,425
Class C	No.	81,179	125,672
Class D	No.	525	600
Class E	No.	610	1,000
Total	No.	22,227,656	24,823,880
Cigarettes (small)	No.	60,070	173,730
Tobacco, manufactured	lbs.	491	140

Note: Quantities of tax-paid products shown in above statements are indicated by stamp sales reported for the month.

YUILLE NEW HEAD OF TOBACCO PRODUCTS

In connection with the recent announcement of the American Tobacco Company purchase of manufacturing rights of the Tobacco Products Corporation, it has been announced that Thomas D. Yuille will succeed J. M. Dixon as president of the Tobacco Products Corporation. Mr. Dixon has resigned as president of the Tobacco Products Corporation to become vice-president of the American Tobacco Company.

Editorial Comment

(*Continued from Page 7*)

for that is because they have been dependent upon the cigar industry. Now that the cigar industry has awakened it is possible that mechanical devices will make their appearance in the cigar box industry.

Time was when every cigar manufacturer could count on getting a certain amount of business every year. He didn't need to work or worry. Times have changed and competition of the most strenuous kind has leaped to the front. If you want business, you must go after it with good merchandise and reasonable prices.

Cigar machinery points the way toward lower prices and better merchandise. Expensive and slow hand labor, plus high-priced tobaccos, will not meet the competition of those firms whose cigars are produced with mechanical devices where every known economy of manufacture is practiced.

Modern manufacturing and merchandising methods if properly applied can solve many problems for worried cigar manufacturers if they have a receptive mind.

Motor Truck Deliveries Suggested as Aid to Freight Transportation

Inauguration of store-door collection and delivery in the larger cities is among the proposals outlined in a report submitted to the United States Chamber of Commerce by a special transportation committee. The committee's plan covers comprehensive recommendations linking organized motor transport with the railroads in the development of a balanced national system of transportation.

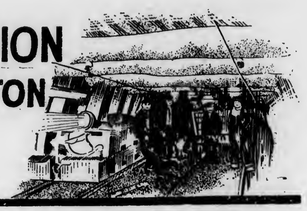
"Store-door delivery by motor truck," the report says, "which would relieve congestion in terminal areas and greatly increase the capacity of the freight stations, is undoubtedly the greatest contribution which can be made to the solution of the terminal problem.

"The congestion of transportation today centers around the terminals of our great cities, and it is at these terminals that the railroads find the greatest difficulty in keeping pace with the public needs. With hardly an exception the main tracks of our railroads have sufficient capacity for the movement of more freight than can be offered to them. With hardly an exception the railroads are constantly faced with a demand for more and better terminal facilities in the face of prohibitive real estate values and other stupendous obstacles to expansion. Here lies the greatest opportunity for the motor truck. By the use of the motor transport the facilities of the terminals can be so expanded as greatly to increase their capacity.

"The general demand for more and better rail transportation is insistent, and the railroads are confronted by a serious dilemma. They must either add to their present terminal facilities or find a way to pass more freight through them. Enlargement or multiplication of terminal stations and tracks in important terminal areas is practically impossible because of the prohibitive cost, objection of municipalities to the expansion of railroad holdings in congested areas, and furthermore the additional traffic congestion that would result from greater centralization of cartage operations in such areas."

LINZ.

THE ANTHRACITE REGION
WILKES-BARRE SCRANTON HAZELTON



Wilkes-Barre, Pa.

"DIAMOND BILL," has just received a very interesting letter from James B. Pace of Detroit, Mich., former local representative for Dusel-Goodloe Company, of Philadelphia, Pa. Jim now has the western part of the state to take care of for the above concern, and from the tone of Jim's letter he is sure making good, as in part he says, "My business is coming like a house afire." And the old saying goes, you can never keep a good man down. The worst we can say about Jim is, that he is a good man for a good job.

"Diamond Bill" had a slight setback on his old rheumatism the past two weeks, therefore we could not get our few interesting remarks in in time. With no unforeseen setbacks any more we will try and keep you interested from time to time.

David Bookman, of Philadelphia, Pa., has been through this section of Pennsylvania in the interest Larus Brothers of Richmond, Va., in the interest of their two big sellers "Edgeworth" and "Sensible" smoking tobaccos in all sizes. Dave, as he is better known, is a very fine fellow and making lots of friends. He states business good through Wilkes-Barre.

I notice that the slogan "After all, nothing satisfies like a good cigar" is being taken up by a number of cigar manufacturers in all their advertising, also being put in street cars throughout the State. Anything and everything that is put to a good advantage like the above slogan sure does help the cigar business. Let everybody use it—"Let Do."

Albert S. Warner, part owner and special "man" for the W. H. Coon Company of Scranton, Pa., is "some boy." Al is through this territory every week and never misses his man. He is one of those real energetic fellows that does not know when to stop; he sells everything from mops, glasses, syrups, pipes, cigars, and nearly everything that you can think of for the general public. The W. H. Coon Company are distributors for the General Cigar Company's "Robert Burns," "White Owls," "William Penn" in all sizes, and are showing them in nice one-fortieth packages. Al, you're sure some boy.

Mr. E. G. O'Hara, popular cigar merchant of the cigar store that bears his name, has one of the oldest stores located in Scranton, Pa. It is one of the finest stores in his town.

One of the best and finest salesmen that the Scranton Tobacco Company of Scranton, Pa., has had in this section of our city is Mr. Bertram S. MacDonald of this city. "Mack," as he is more familiarly known, is a great salesman and a wonderful worker. He is a great pusher for Bayuk's "Havana Ribbon" and Bunte's candies, but that's not all. "Mack," as he is known to all his trade, is a "Scotchman" (no fault of his, and not slurring the Scotch) and has this one to pull on his trade: How would you like to have a d— good quart of Scotch whiskey? Sure, where can you get it? And Mack says, Over in Scotland. Have one on me this time.

The Wilkes-Barre Cigar & Tobacco Company, one of our real live jobbing houses, has now placed a 50,000 order of the "La Tosella" cigars in popular sizes with the Bobrow Brothers, makers of the "Topic," "Bold," and "Recall" cigars. All are good sellers here.

Nothing satisfies like a good cigar.

Wilkes-Barre retailers, jobbers and sub-jobbers report that business is coming fine, with the Christmas season near at hand. Many of our retailers are all placing their cigars and other merchandise on the shelves getting ready for the rush of the holidays, many of our stores are placing canes and umbrellas in their stores to help business along, a good number are selling a large assortment of candies and novelties, which makes a good sideline and a good profit for them. They are usually open 'till midnight and therefore sell a lot of these goods, when the other stores are closed.

The Orpheum Smoke Shop, one of the leading cigar stores in the coal fields, has just placed a new sign in their store with the new national saying: "Nothing satisfies like a good cigar."

TRY OURS
"Made Rite."
"Kept Rite."
"Sold Rite."

and it is sure attracting much attention and they are paid lots of comment on same by all that read it.

Roig and Langsdorf, of Philadelphia, manufacturers of the "Girard" cigar, have a new and timely saying in their "ads," "Good to the last inch." Good! I'll say so.

The Consolidated Cigar Company, makers of many well-known brands of cigars, have two very attractive electric signs in our city on the highest buildings in town: one on their "Mozarts" and one for "Adlons," very large, attractive, and sensible advertising. The Sperling Tobacco Company are agents for their merchandise throughout this section.

Mr. A. R. Zunser, special salesman for the "Bunte candies," full line, was a recent visitor in this locality. Mr. Zunser has two good lines with him all the time; one is Bunte's and the other his "own," and believe me they're both "good." Mr. Zunser is making the Scranton Tobacco Company his headquarters while in this region.

Diamond Bill of Wilkes-Barre agrees with Jay Bee of York, Pa., when this gentleman states that cigars should be packed in "cedar boxes." Some are even now packed in paper boxes, not alone wood or tin. When packed in cedar boxes the cigars keep better and taste

(*Continued on Page 24*)

NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

Tobacco Recognized as an Important Agricultural Commodity

ALTHOUGH the tobacco crop appears small when compared with such crops as corn, wheat and cotton, it has grown to such importance in agriculture and in our international trade as to warrant its rank among agricultural commodities, it is declared in the year book of the Department of Commerce, just issued. The year book, the first ever to be issued by the department, goes exhaustively into conditions in the important industries in this country, and also into the question of world trade. Statistics of production, manufacture, consumption and world distribution for the various commodities are included in the work, which will be a valuable addition to the liberary of all persons in the tobacco industry.

"As a result of highly specialized methods of production, our leaf tobacco, which was the first agricultural commodity to be exported by the early settlers of the colonies, has become so popular in world markets that it is exported to almost every country, and exceeds the total exports of leaf tobacco of all the other countries of the world," it is declared in the tobacco section of the year book. "Tobacco and its manufactures form one of our chief exports, comprising about four per cent. of our total exports in value, and ranks second only to cotton in the percentage of the crop exported."

On January 1, 1922, it is declared, there were 12,105 cigar factories, 225 cigarette factories, and 1856 tobacco factories in operation, with a total output valued at more than $1,000,000,000. Besides the above, there were eleven cigar and two cigarette factories engaged in the manufacture of their products in bond, which used 29,378,847 pounds of leaf tobacco in 1922. "Tobacco has long been a prolific source of national revenue," it is pointed out, "but with increased consumption and increased excise and import duties the amount collected on manufactured and imported tobacco annually has reached such proportions that during the fiscal year ended June 30, 1923, it was exceeded only by income and profits taxes among the twelve sources of national revenue.

"Strange as it may seem, the consumption of tobacco is probably influenced as little by the economic conditions or prosperity of a people as that noted in any commodity. The old adage that tobacco is a rich man's solace and a poor man's comfort is befittingly applicable. However, absence of prosperity among a people may cause a reversion from the use of the more expensive to the cheaper forms of tobacco. This is corroborated by the fact that although we are the richest nation per capita in the world, we are not the largest consumers of tobacco."

The chapter devoted to the tobacco and tobacco products industry is a very complete survey of conditions in this country both as regards production, manufacture and consumption, and also gives a great deal of interesting and valuable data regarding foreign trade.

Repeal of Taxes on Smokers' Articles May be Considered

Repeal of the taxes on smokers' accessories, which are listed in the so-called nuisance tax provisions of the present revenue bill, may be considered by the Ways and Means Committee of the House during the coming session of Congress, when that body takes up for consideration the recommendations made by Secretary of the Treasury Mellon in a letter to Representative Green, acting chairman of the committee.

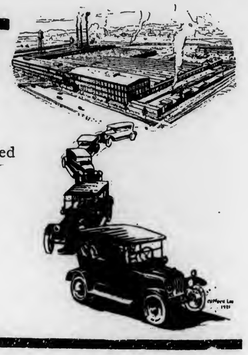
It is estimated by Secretary Mellon that the economies planned in the conduct of the Government and the increased customs and other receipts will result in a surplus of something over $300,000,000 a year for the next several years and that, accordingly, it may be possible to make some important changes in the revenue law. The first recommendation made by the treasury, in accordance with this assumption, is that of a 25 per cent. reduction in the tax on earned income, together with reductions on the rate of tax on larger incomes and reductions in the surtax rates. It is also proposed to limit the deduction of capital losses to 12½ per cent. of the loss, together with the placing of limitations upon the deduction from gross income for interest and other losses.

In dealing with the miscellaneous nuisance taxes, in which is included the tax on smokers' accessories, the secretary points out that "your committee may wish to consider the elimination of small miscellaneous taxes which have an inconsiderable bearing on the general revenue of the Government, but which are a source of inconvenience to taxpayers and difficult to collect; and possibly there are some articles of jewelry which, according to our standard of living, can not properly be denominated luxuries, which you may wish to exempt from the general tax on jewelry. There is not enough margin of revenue available to permit the repeal of the special taxes which are proving productive, but the law could be revised to good advantage and some of the nuisance taxes repealed without material loss of revenue."

The repeal of the tax on telegrams and telephone messages is also recommended, together with sundry

(*Continued on Page 16*)

DETROIT



Detroit Putting on Finishing Touches for Holidays—United Store Robbed—Tucker Cigar Company to Hold Formal Opening—Fred Kipp Passes Away—Blackstone Representative Calls—Mazer Cigar Company Holds Outing

Detroit, Mich., November 25, 1923.

DETROIT'S retail cigarists are making preparations and putting on the finishing touches for a big holiday trade. Many of the leading stores are showing the Christmas novelties in attractive window displays, and one-fortieth packings are on sale for the early shoppers. General business conditions are very good, many retailers reporting an excellent November business. All the local factories are reported to be working on full time. There exists a rumor that there will be a shortage of the one-fortieth packings of local brands, owing to the over-sold conditions of the factories. Detroit-made cigars are growing more popular all over the country, and the Dynamic City is recognized as the cigar manufacturing center of the Middle West.

Robbers looted the United Cigar Company's store at 44 Grand River Avenue, in the heart of the down-town shopping district, at 8.30 P. M. on Sunday last. While scores of people were passing, one robber acted as clerk, while the other took Michael Derus, the clerk, down into the basement and bound and gagged him. The men then jimmied the safe and obtained $425. Eighty dollars in bills were taken from the cash register. After obtaining the money the robbers left very calmly and were lost in the crowds in the street.

The construction of a $3,500,000 cement plant in the suburbs of Detroit, with a capacity of 1,500,000 barrels annually, was announced last week by the Peerless Portland Cement Company. Modern equipment will hold the pay roll of 200 employees.

The Tucker Cigar Company held their formal opening on Monday, December 3d, in their new location in the Dime Bank Building. This location was formerly operated by the late Mel Soper. The store has been remodeled and new and modern fixtures of solid mahogany have been installed by the American Show Case Company, at a cost of $6000. There is a sixteen-foot cigar case, with Italian marble base, running the length of the store. The pipe display cases are of the built-in type, which show the merchandise to advantage. An excellent humidor adorns the rear of the store, where all the popular imported and domestic cigars will be kept in fine condition. The Tucker Cigar Company also operates the cigar stand in the lobby of the building, at which all the leading brands will be handled. This stand will be managed by Miss Maude Curtis, who is an expert in the line and well versed in the cigar business. Mr. Tucker is well known in the cigar industry, having spent many years in this line in the downtown section of Detroit and is considered an authority on quality cigars. Mr. Tucker has many new advertising schemes up his sleeve to bring the customers to his store. The first advertising to be done is the sending out of 5000 letters to Detroit smokers, announcing the opening, also stating that upon the presentation of this letter the customer will receive one cigar of his favorite smoke, free. THE TOBACCO WORLD extends to Mr. Tucker and his associates their best wishes for a very successful and prosperous business in their new location.

The Christmas advertising has started in full swing and many signs of from six to twelve feet in length extending over the entire fronts of dealers' stores, advertising "Webster" and "La Palina" cigars, are seen. The respective crews are vieing with each other for the choice locations.

George Becker, of Park & Tilford, New York, N. Y., called on the Detroit clubs and leading retailers here this week, and reported a very satisfactory business on imported cigars.

Bert Johnson, of the Bert Johnson Cigar Company, returned last week from a business trip of ten days to New York City.

Chas. M. Fee, after an eight months' vacation to California and the West, has returned to the city and is back on the job with M. A. La Fond & Co., in the Woodward Avenue store.

Fred Kipp, fifty-three years old, died at his home in Armada, Mich., on Saturday, November 16th. Mr. Kipp was a member of the sales force of John T. Woodhouse & Co. for twelve years, and retired about one year ago on account of ill health. Mr. Kipp was well known in the Thumb district, which territory he had covered for a number of years. His many friends regret to hear of his death and extend to his family their deepest sympathy.

J. C. Howard, western representative for Faber, Coe & Gregg, Incorporated, called on the trade here last week and reported a very satisfactory business on his line.

Mr. E. Popper, of E. Popper & Co., Inc., manufacturers of "Popper's Ace," was on the list of visitors here last week. Mr. Popper reports his brands as doing fine in all parts of the country. The Howes-Shoemaker Company are the local distributors of the Popper brand, which enjoys a big sale in our midst.

(*Continued on Page 18*)

The Cigar At Its Best

After all nothing satisfies like a good cigar

They made lots of things better in the "Good Old Days", and worse too, than they do now; but some few have never been improved on and are just as good today as they always were.

We're thinking of Fine Cigars that come packed now, as in those good old days, in the always dependable

SPANISH CEDAR BOX

It's the whiff of the blending of the SPANISH CEDAR with the Tobacco, that recalls the pleasures from Cigars smoked, and anticipates same pleasures to be enjoyed from the Cigars you are making today.

If you do not use SPANISH CEDAR CIGAR BOXES you sacrifice an advantage bestowed by Nature herself, such as many another Industry, not so favored, would never cease to be grateful for.

"Spanish Cedar Cigar Boxes Make Good Cigars Better!"

(*ADVERTISEMENT*)

BUSINESS BUILDING

BY A TRAINED BUSINESS MAN AND ADVERTISER

WRITTEN ESPECIALLY FOR THE TOBACCO WORLD BY A.E.P.

ALL RIGHTS RESERVED

HAVE you a camera, and are you a photograph fan? If so you might follow the example of a down-east merchant who wished to impress his clerks with the dollar-and-cent value of a smiling countenance.

He had them pose before his camera with various kinds of smiles on their countenances. Then the most pleasing expression of each was selected and he had them printed on the cover of his house magazine.

There is real art in smiling, for there is an infinite variety of them. Unless a person smiles just exactly right he looks silly, or foolish, or positively ugly. Just to smile at customers and let it go at that, might drive away trade, instead of attracting it.

But if a person will go through a long course, before a mirror and learn the art of smiling at the right time, in the right way, and in a pleasing manner, he will double his selling capacity and become a real jewel to his boss.

Here is an opportunity for the ugly man. For a man with a facial expression which would frighten children actually becomes handsome and attractive when he attaches the proper sort of smile to his face. It's a great art. Learn it.

Here you are, the proprietor or clerk of a cigar store. You have oodles and oodles of leisure on your hands, and a sufficient number of people pass your store to double your business.

If you should specialize on price cards, show cards and interesting placards you could easily and quickly double your trade. Here is the way:

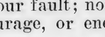
Put two berries in your pocket, go to an artist's furnishing store and buy a book on signs and show cards. It will cost one of said berries. Then buy a letterer's outfit, consisting of brushes, black paint, heavy pens and cardboard. This will call for the other.

Return home, study the book and begin practicing. You will find it agreeable, interesting, fascinating. In a short time buy a quantity of fancy colored and fancy shaped price cards and small cards for placards.

Then begin to mark your price cards, with attractively-shaped letters, always putting a thought on each price card in addition to the price. Thus: "This Pipe of Peace. Only 25 Cts." "This splendid Cigar, 10 Cts." "This Tobacco Bag, 30 Cts.; Worth More." More."

You will find it mightily interesting to perfect yourself in handsome lettering and in making of attractive placards, with original borders. Easy, too. You'll almost forget to go out to lunch.

If you subscribe to *Life*, cut out a picture occasionally, paste it on a card, and under it print some witty remark about your goods. You will find that it "takes." Your store will begin to make a dent on the cerebrums of people, and they will come in and buy.



Let us repeat it with sufficient frequency to ever bear it in mind that "A man's business is the projection of the man."

If your business is a success it is YOU who made it so. Not your store, or goods, or location, or helpers. Conversely, if your business is poor, dull and almost a failure, the fault is yours. Don't lay it on to your clerks, or your luck. Be brave. Tell yourself that you are the culprit, and don't try to lay your shortcomings on others.

This being the case, the best thing you can do to improve your business is to improve yourself. Do this and all the rest will follow. Then, too, it is the most important thing you can do. Want proof?

Suppose you have a poor location, and can't pull trade to it. That's your fault; not the location. You lack initiative, or courage, or energy, or you would change the location.

Get busy on the subject of location. Walk around with eyes wide open, brain alert. Find a good location. It may take time—months, perhaps—but that don't matter. Keep it up. Advertise, answer advertisements, talk to realtors, even investigate other towns. This procedure will make you wise to some good location. Then act. Perhaps it would be well to buy.

That's where business judgment would come in, and you should develop the improvement of your judgment.

Develop yourself, develop yourself, my man, and all good business things will come to you.

Anything that is important is worthy of frequent repetition. Advertising specialists say that the only way to impress our goods or our business on the minds of the public is by ceaseless repetition.

And because it is very important is the reason I repeat, and propose to continue repeating, the necessity of acquiring the new rules, methods and procedure of merchandising, which a rapidly-changing world is bringing about.

(*Continued on Page 23*)

Reprinted from TOBACCO *September 26, 1923*

Machinery is Supplanting Hand Labor

In All Branches of the Tobacco Industry. Growing Appreciation of Latest Improved Machinery—Leaf Tobacco Can Be Stripped Mechanically Better Than By Hand

DUE to intense competition, higher efficiency demands, and burdensome labor conditions, machinery is slowly, but surely, supplanting the hand worker in all branches of the tobacco industry. Of special significance is the growing appreciation of mechanical equipment throughout the various stages of cigar manufacture.

The Universal Tobacco Machine Co., of 116 West 32nd Street, New York, has long been known as a manufacturer of tobacco stripping and booking machines. The products of this company have conclusively demonstrated that leaf tobacco can be stripped mechanically to far greater advantage than by hand.

Almost Human in Intelligence

The Model L Universal Bunching Machine, illustrated on this page, has been developed to a point of efficiency, speed and accuracy that completely overcomes all of the objections that cigar manufacturers have experienced in the past in connection with short filler bunch making machines. It is the result of expert engineering skill aided by the experience of practical cigar manufacturers.

The machine is receiving widespread attention because it gives complete and uniform results regardless of the condition of the filler tobacco that is being "worked" on it. And it does not easily get out of order. It fills a very vital need as it makes possible the production of a five cent cigar at a profit.

Tremendous Strides Made Over Previous Methods and Machinery

The advantages of using the Model L machine for working short filler (large, mixed or fine scrap), may be summed up as follows:

1. Straight or shaped work, both well done.
2. Makes right or left-hand bunches perfectly.
3. Uniform size and weight of bunches assured.
4. A very substantial saving in labor costs.
5. Handles large size or mixed *cut* scrap filler of unequal size.
6. A long, even rolling for better smoking qualities.
7. Damp or dry tobacco handled with equally good results.
8. Low cost of upkeep; does not easily get out of order.
9. The easily adjustable weighing scale meets all requirements as to changes in sizes and weather conditions.
10. Fluffy filler because the tobacco is lifted from a hopper—a decided improvement over the gravity method of feeding.

The daily production of the machine will vary from 4,000 to 5,000 bunches, depending upon the shape and size bunch that is being "worked" and it will make practically any size, straight or shaped bunch. It is necessary, however, when changing shapes or sizes to install a new plunger in the machine.

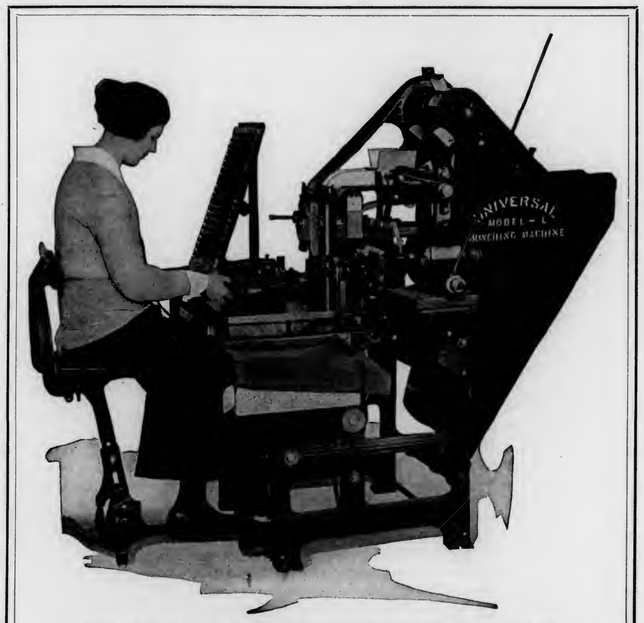
The machine is made with either a straight or a curved rolling table. Both right and left-hand bunches can be made on the same machine when equipped with the straight table. It will work scrap or short filler of unequal sizes and should large stems, nails or other foreign matter get in the tobacco, they will not clog or cause damage to the machine.

The filler for each cigar bunch is automatically lifted from a hopper in a manner directly opposed to the gravity method usually employed in bunch making machines. After being lifted from the hopper the filler spreads out on a traveling belt which carries it to an automatic weighing scale, which is so accurately balanced that it registers the smallest fraction of stock that is placed upon it. Therefore manufacturers are assured of a positively uniformity of weight of filler in their cigar bunches with the Model L machine.

The weighing scale can be quickly adjusted for the exact quantity of tobacco required for different sizes of cigars. When the scale balances under the weight of the proper amount of filler, the feeding device automatically stops. The Model L operator in the meantime has placed the binder on a rolling apron and the (accurately weighed) filler is automatically deposited into the apron pocket and rolled into a bunch. The bunch is then placed in the cigar mould by the machine operator.

Besides the Model L Universal short filler bunch machine, the Universal Tobacco Machine Co. manufactures many other tobacco stock and labor-saving machines and devices, including the following:

Model M Universal tobacco stripping and booking machine, Model M Universal (non-booking) tobacco stripping machine, Model F Universal tobacco stem crushing and booking machine, Model F Universal (non-booking) stem crushing machine, Model J Universal leaf counting device, Model K Universal gum cleaning device, Model W Universal butt cutting device, Model E-1 Universal one plate wrapper register, Model D-2 Universal two plate wrapper register, Model C-3 Universal three plate wrapper register.



The Model L Universal Short Filler Bunch Machine complete with Folding Chair and 1/6 H. P. Motor, $500.

The Model M Planetary Gear Driven Type Stripping and Booking Machine complete with folding chair, $475.

Individual Motor Drive Equipment, $55. 1/4 H. P. Motor, $40.

UNIVERSAL TOBACCO MACHINE CO.

116 West 32nd St., New York City

Factory: Newark, N. J.

News from Congress

(*Continued from Page 11*)

other changes, the net loss in revenue resulting from the proposed changes being $323,000,000. The benefits of the reduction will be distributed among all classes of taxpayers, it is pointed out, and revision generally will help to free business and industry from vexatious interference and encourage in all lines a more healthy development of productive enterprise.

"The present burden of taxation is heavy," comments the secretary in his letter. "The revenues of the Government are sufficient to justify substantial reductions and the people of the country should receive the benefits. No program, however, is feasible if the Government is to be committed to new and extraordinary expenditures. The recommendations for tax reduction set forth in this letter are only possible if the Government keeps within the program of expenditure which the Bureau of the Budget has laid down at the direction of the President. New or enlarged expenditures would quickly eat up the margin of revenue which now appears to be available for reducing the burden of taxation, and to embark on any soldiers' bonus such as was considered in the last Congress or any other program calling for similarly large expenditure would make it necessary to drop all consideration of tax reduction and consider instead ways and means for providing additional revenue. A soldiers' bonus would postpone tax reduction not for one but for many years to come. It would mean an increase rather than a decrease in taxes, for in the long run it could be paid only out of moneys collected by the Government from the people in the form of taxes. Throughout its consideration of the problem the Treasury has proceeded on the theory that the country would prefer a substantial reduction of taxation to the increased taxes that would necessarily follow from a soldiers' bonus, and I have faith to believe that it is justified in that understanding. Certainly there is nothing better calculated to promote the well-being and happiness of the whole country than a measure that will lift, in some degree, the burden of taxation that now weighs so heavily on all."

Opportunity in Greek Markets for Smokers' Supplies

Although certain classes of smokers' supplies of American origin should find a good market, American exporters of these commodities do not seem to have entered the Greek market to any extent, according to a report to the Department of Commerce from the office of the trade commissioner at Athens. Smokers' supplies at present are sold in almost all the retail shops in Athens, including even those of hair dressers, it is stated. Cigarette holders come chiefly from Germany and sell at from 5 to 45 drachmas each according to size and material. Holders of imitation amber or imitation precious metal are bought chiefly from France and are sold at prices varying from 25 to 200 drachmas. Cheap cigarette cases of Austrian, French and German manufacture are also to be found in Greece in considerable quantities.

Tobacco pipes are imported largely from England and Holland. There is a special shop for smokers' articles called the T'Hooft house. Stadium Street, 4, Athens, at which are sold pipes of English and Dutch makes, tobacco pouches and all kinds of English and Dutch tobaccos and cigars as well as various other smokers' articles.

Pipe Possibilities in Australia

There is a possible opportunity for the sale of pipe tobacco humidors in Australia, according to the American trade commissioner at Melbourne. The particular type which would probably find the best sale would be some sort of a clay or pottery jar with a top to it, it is explained, the inner or underneath part of this top to have some kind of an opening in which a wet sponge could be inserted for keeping the tobacco moist. Humidors of this kind have never been sold in Australia although almost all Australian men are pipe smokers and the tobacco sold to them is loose instead of being in cans as in the United States. This means that in a dry climate, such as exists in Australia, tobacco when carried around in a pouch dries out very quickly and loses its flavor.

Pullman Surcharge Hearing Postponed Until January 16

Hearings on the question of surcharges for Pullman accommodations, scheduled to be held on November 13 before the Interstate Commerce Commission, have been postponed until January 16, it is announced by the commission. It is understood that the postponement was made for the purpose of permitting attorneys for the railroads to develop a plan which they have formulated for a new method of collecting the surcharge which will, it is claimed, meet the objections which have been raised by traveling men and others.

While the Interstate Commerce Commission is discussing the Pullman surcharge at its offices, the United States Supreme Court, in the Capitol, will be hearing arguments in the mileage book case. Efforts are to be made to conclude both cases with as little delay as possible, an ambition which meets with the hearty approval of business men. From the business man's point of view, these are two of the most important matters now pending before the commission.

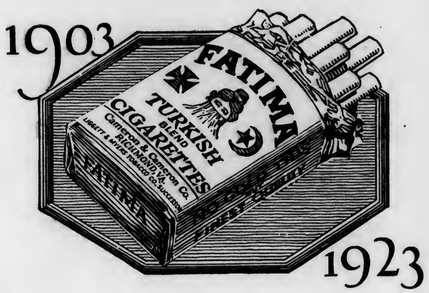
New Regulations for Mail Imports

New regulations regarding importations by mail have just been made effective by the Treasury Department, in an effort to reduce the opportunities for evading the payment of duty on mail imports while at the same time eliminating the delays which have always been a source of complaint.

Under the new regulations, customs declarations will be required on all incoming packages, including those from Canada and Mexico, which have heretofore been exempt. All sealed packages must be marked for customs opening, or will be returned to the sender, and inspections will be made before packages are delivered.

The volume of mail importations has increased enormously in the last few years, it being estimated by the Customs Division of the Treasury Department that the increase has been at least 500 per cent. since the end of the war. The new regulations, it is declared by officials of the Treasury Department, were promulgated after a long and careful investigation and are designed to prevent, as far as possible, mail packages containing merchandise from foreign countries from reaching addresses in the United States without first being delivered to customs officers for examination and assessment of duties.

The regulations provide that, regardless of the country of origin, customs declarations giving accurate statement of the contents and the value must accompany all parcel-post packages and be securely attached thereto, accompanied, in the case of sealed packages containing merchandise, by an invoice telling accurately the value of the contents for customs purposes.



Twentieth
ANNIVERSARY

A Unique Record

Not another cigarette that was popular when Fatima was introduced, over twenty years ago, has a big national sale today.

Fatima has out-distanced them all, maintaining its sales-leadership over all other brands at or above its price. This record marks it as the most skillful blend in cigarette history.

Today Fatima is everywhere recognized as the one cigarette of really exceptional quality at a reasonable price.

FATIMA

LIGGETT & MYERS TOBACCO CO.

Detroit News

(Continued from page 12)

N. W. DeWaters, representing the Pollock Stogie Company, Pittsburgh, Pa., called on the jobbing and retail dealers here last week.

J. B. Pace, of Waitt & Bond, Incorporated, manufacturers of the famous "Blackstone" cigars, is rusticating in our midst putting on the finishing touches for the year. J. B. has just returned from a trip through the Wolverine State, calling on all the "Blackstone" distributors. According to his report the brand is doing fine in all sections of the State.

Harry Bassett, of Park & Tilford, has returned from a ninety-days trip through the West. Harry says it's great country out there and that he had a wonderful business and enjoyed the trip immensely. He made the trip to and from Kansas City by auto, saying the Jewett is the best there is, and that he would never be without one.

Dan Manheimer, representing the Imperial Cigar Company, Lancaster, Pa., was on the list of visitors here last week, and reported a very satisfactory business all along the route covered.

I am informed by good authority that our good friend, Bert Hamilton, proprietor of the Library Hotel, is looking for a dog. The hunting season is on full tilt, and the four-legged animals are much in demand and very scarce. So, there are dogs and dogs, but Bert is not very particular, he just wants a plain everyday dog. Now, fellow-readers, if any one of us has a dog, and no use for it, just take it down to Bert; he needs a dog-gone dog, that's all.

Samuel G. Brown, manufacturer of "Brown's Principes," New York, N. Y., called on the leading retailers here last week, in the interest of his famous smoke.

Four merchants, in the foreign section, charged with violating the internal revenue law by selling unstamped boxes of cigars, were arraigned Monday last before United States Commissioner J. Stanley Hurd. The warrants followed the arrest of ten boys, charged with robbing the R. G. Dun cigar factory at 1361 Gratiot Avenue.

William Osborn, who sells "Lord Beaconsfield" cigars, has been in our midst for several days and according to reports he is now booking orders for immediate and 1924 delivery.

E. B. Turrill, of the Murray-Turrill Associates, advertising specialists, with offices in the Dime Bank Building, is doing some very artistic advertising for the Webster Cigar Company. Five hundred or more attractive glass signs are being placed on the glass doors of the dealers' stores, advertising "Webster" cigars.

W. W. Tucker has sold his store located at Woodward and Temple Avenues to Barrett & Marks, who also operate the Addison Smoke Shop, on the Avenue.

A. J. Mitchell, representing Julius Klorfein, manufacturer of "Garcia Grande" cigars, has taken up his residence in Detroit and is now on the list as a regular Wolverine.

Charles Lamb, the downtown whirlwind for the Peninsular Cigar Company, also known among his colleagues as "Precious Lamb," is the busiest of the busy cigar men, so much so that Mr. Mazer has had to give him an assistant to help make the rounds of the trade. The gentleman who drew the coveted plum has the nom-de-plume of "Ever-Willing" Scott, and from general appearances there are going to be two whirlwinds in the downtown section on the Mazer products.

Phil Morrell (John T. Woodhouse & Co.) has returned from the wilds of Michigan where he has been rusticating on a two weeks hunting trip. It's impossible to get any dope from Phil as to his luck, and so far we haven't seen any of the skins or antlers. But I understand that Phil was driving along a lonely region up North when he bumped into a large black bear asleep in the road. According to reports there was no

(Continued on Page 22)

GROWERS
AND
PACKERS
OF
Connecticut Shadegrown Wrappers
Florida and Georgia
Shadegrown Wrappers
Connecticut Broadleaf
Connecticut Havana Seed
Stripped and Booked Porto Rico Fillers
AMERICAN SUMATRA TOBACCO CO.
131 Water Street New York City
After all nothing satisfies like a good cigar

RELIABLE FIRM OF

YORK, PENNA.

"When you know your goods are right, stand firm behind them and push them along, let the world know about your product, advertise the fact and get the results."

H. G. BLASSER & CO.
PACKERS AND DEALERS
Leaf Tobacco
FANCY FLORIDA and GEORGIA WRAPPERS
Stripped and Booked Pennsylvania and Ohio Tobaccos
Samples and quotations cheerfully submitted

C. S. GABLE
CIGAR MANUFACTURER
Main Factory and Office, Queen and York Sts.
Branch Factories: Strinestown, Pa.; Jacobus, Pa.
Maker of "FORUM" Mild Havana Cigar, "DOUGLAS FAIRBANKS," "CERTIFIED CHECK" and "HAMILTON FISH"

Robert Schubert Co.
124 MAIDEN LANE, NEW YORK
SUMATRA and HAVANA
York Office, Queen and York Streets

C. H. Plitt Cigar Co.
MAKERS OF
"Casilda" Cigar," 10c and up
"20th Century," 8c "New Century," 8c
CIGARS OF QUALITY

1922 SHOWED MARKED BUSINESS RECOVERY

The year 1922 was one of marked recovery in industry and business, it is declared in the first year book of the Department of Commerce, which has just been issued. The commerce year book, covering the year 1922 and the early months of the current year, is a survey of production, manufacture, distribution and consumption of all important commodities in this country, and a study of export and import figures, wholesale and retail trade and competition abroad. It is issued for the purpose of giving the business men of the country a handbook which can be kept available and which will at all times give them the latest figures obtainable regarding any industry or country in which they may be interested.

Month by month, during the last year, it is declared in a summary of conditions included in the year book, industry added to its output, so that during the closing quarter of the year and the early months of 1923, manufacturing production was decidedly above that of the average month of either 1919 or 1920, substantially equal on the average to that of the peak month of March, 1920, and exceeding by forty to fifty per cent. that of the worst month of the depression of 1921. Far greater was the gain over 1921 in those industries which are peculiarly affected by waves of depression and prosperity.

"The increased demand for goods led to an advance in prices, though far less sharp than the preceding drop from the abnormal levels of the war and immediate post-war years. Wholesale prices for 1922 as a whole averaged only a trifle higher than for 1921, but the general index at the close of the year was thirteen per cent. above that at the beginning. The low prices of farm products during 1921 had been one of the contributing causes of the general depression of business. The prices of those products rose nearly twenty per cent. during 1922, and this advance helped in considerable measure to restore the buying power of the great agricultural community, and thus to promote general prosperity. Retail prices, which respond less quickly to changes in general business conditions, averaged slightly lower in 1922 than in 1921, and rose but little during the course of the year.

(*Continued on Page 22*)

Cigar Manufacturers Association of Tampa

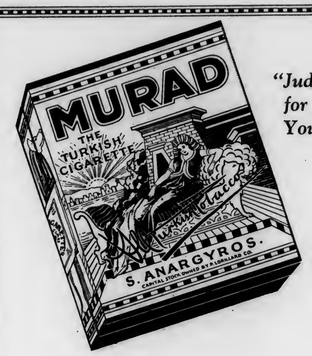
COMPRISES ALL OF THE LEADING and REPRESENTATIVE CIGAR MANUFACTURERS IN TAMPA, UNITING IN THE THREE-FOLD EFFORT OF:

1st—Benefiting our Members.

2nd—Maintaining the high standard of "Tampa" workmanship by seeing that our labor is justly treated.

3rd—Protecting the *dealer* and the *consumer* against unscrupulous methods of others by issuing to our members the following "Identification" Stamp:

This stamp, on each box, is your guarantee that the goods are manufactured in Tampa—of "Tampa" quality and workmanship—DEMAND IT



"Judge for Yourself"

The world's most famous and largest selling high grade cigarette

Turkish Cigarettes contain no artificial flavoring and are therefore purer and better than other kinds of cigarettes. MURADS are made only of 100% Pure Turkish Tobacco or the finest varieties grown, and are appreciated and desired by smokers who demand the best the world has to offer in cigarettes.

S. Anargyros Makers of the Highest Grade Turkish and Egyptian Cigarettes in the World

MURAD

1916-- 9,408,723 Pounds

1922--19,911,979 Pounds

The White Stamp means GENUINE PORTO RICAN

These figures show the growth in PORTO RICO'S tobacco exports in six years. Most of it was taken by the United States, and found a place in cigars manufactured in this country.

Discovering that PORTO RICO produced a free-burning, mild, sweet and aromatic type of tobacco, American manufacturers have been prompt to adopt it for use in their cigars.

In addition, the GOVERNMENT OF PORTO RICO, through a system of Guarantee Stamps, guarantees to the purchaser of its tobacco, the source of origin of the leaf.

No manufacturer can long afford to deny himself the opportunity for success which lies in the use of Porto Rico.

Let us discuss with you the advantage of using

PORTO RICAN

If it's Good It's PORTO RICAN

GOVERNMENT OF PORTO RICO

TOBACCO GUARANTEE AGENCY

136 Water Street, *J. F. VAZQUEZ, Agent* Telephone, John 1379 New York City

SNUFF INDUSTRY IN THE UNITED STATES

In an article "Snuff Industry in the United States," appearing in the December issue of *Commerce Monthly*, published by the National Bank of Commerce in New York, the consumption of snuff in America is said to have doubled in the past twenty years. Referring to tobacco used in the production of snuff, and the principal points of manufacture in the United States, the article says:

"Tobacco produced in the United States may be divided roughly into two groups, that suitable for the manufacture of cigars and that used in the manufacture of cigarettes, smoking mixtures, plug tobacco and snuff, and for export. Cigar types constitute from 15 to 20 per cent. of the total production of tobacco in the United States and other types around 80 per cent. of the total production. About one-fourth of the yield of tobacco other than cigar leaf is of the dark western type. This type of tobacco, which is raised principally in Tennessee and parts of Kentucky, is purchased chiefly by the snuff companies and for export purposes.

"When the manufacture of snuff developed commercially in the United States the types of leaves used were grown principally in Virginia and snuff manufacturers located their plants within short distances of this center of leaf supply. The principal cities of manufacture were Philadelphia, Baltimore, Jersey City, Helmetta and Lynchburg. With the development of dark leaf tobacco cultivation in Tennessee that State outranked Virginia as a source of leaf tobacco suitable for the manufacture of snuff and the center of the snuff industry gradually moved toward the source of supply of leaf tobacco suitable for that purpose. Nashville, Clarksville, Memphis and Chicago became important snuff-producing centers, the latter city being the principal manufacturing center for Swedish snuff."

From two to six months is necessary in preparing leaf tobacco for conversion into snuff. The article adds: "In making dry snuff, tobacco that has been completely fermented is thoroughly dried, ground into snuff flour, flavored and sifted. Among the materials used for flavoring are attar of roses, cloves, cinnamon, lavender, bergamot and tonka beans.

"The processes used in manufacturing wet snuff are essentially the same as those used in making dry snuff except that the leaf is converted into snuff flour before fermentation has been completed. After the tobacco leaf has been reduced to flour, it is allowed to ferment until the snuff stage is reached and then the desired flavoring ingredients are added."

Practically all of the American output is consumed in local markets. Continuing the article says: "Exports of snuff from the United States have never been of much importance. Manufacturers have built up a steady domestic market which consumes practically the entire output. The expansion of snuff manufacturing during the past ten years has not been so phenomenal as the increased manufacture of cigarettes; however, the industry established in 1922 a new high record in volume of production which compares favorably with progress made by other branches of tobacco manufacturing. Production of snuff during the first nine months of 1923 was 3 per cent. greater than during the similar period of 1922 and nearly 16 per cent. above production from January to September, 1921."

After all nothing satisfies like a good cigar

1922 BUSINESS RECOVERY

(Continued from page 20)

"Transportation necessarily increased with greater production. Freight-car loadings for 1922 were twelve per cent. greater than in 1921, and during the later months of the year and the spring of 1923 they equaled or exceeded those of the best corresponding months in any previous year.

"The revival of business was beneficial to labor. Unemployment fell to a minimum and wages in many industries advanced."

There are no satisfactory statistics of retail trade in the United States, it is declared, but department and chain stores are apparently gaining trade more rapidly than individual specialty stores.

Sales by cigar chains declined from 1921. Declines from the corresponding months of 1921 occurred throughout the year 1922, except in September, November and December. Sales of the first few months in 1923 surpassed the corresponding months in 1922, although not 1921, but March sales for the same month exceeded both years.

LINZ.

HANDSOME CALENDAR PREPARED FOR TRADE BY PASBACH-VOICE

The 1924 calendar of the Pasbach-Voice Lithographing Company will be as handsome a piece of art work as the trade has seen in a long time. We have received an advance copy and have no hesitancy in saying that every one who receives it will agree that it is a handsome production.

A feature of the calendar is that every bit of the work on it was done in the Pasbach-Voice plant in Brooklyn, from the making of the sketch to the varnishing which is done after the embossing. In other words, it is a true specimen of Pasbach-Voice workmanship.

DETROIT NEWS

(Continued from Page 18)

further collision, for the bear could distinctly see Phil's tail light for the next half-second, turning a corner of the road two miles away.

The Mazer Cigar Manufacturing Company held a house warming on Wednesday, November 14th, for its employees, customers and friends. Ha Ha City, Detroit's wonder amusement palace, was leased for the occasion. Over 12,000 people attended the outing, everything was free, lunches, drinks, cigars, etc. The sales staff of the Peninsular Cigar Company acted as the reception committee to see that everyone had plenty of eats smokes and fun. The company had installed, for the benefit of the public, several miniature cigar factories which were engaged in making "El Javana," "Dime Bank," "Detroit Hand Made," "Humo," "Miss Detroit" and "Macico" cigars, the Mazer way. According to reports the party was a big success and a good time was enjoyed by all.

Yours truly,

Mike of Detroit

It's a pleasure to smoke them!

CHANCELLOR
Cigars

MILD
FRAGRANT

After all nothing satisfies like a good cigar

Business Building

(Continued from Page 14)

I am strengthened in this policy by a few words I read in my favorite business paper this morning, written by a merchant of national repute. He stresses the necessity of Business Knowledge and states that "Alert, far-seeing, enterprising and courageous merchants, who learn and apply the latest business methods, will outdistance those who smugly flatter themselves that they are running their business faultlessly, that they have nothing to learn and that no improvements are called for in their ways and methods. The fittest, the most progressive, the quickest to sense trends and adapt themselves, will survive and succeed. The somnolent, the standpatters, the self-satisfied will be left behind."

Friend Clerk: Count your blessings and be thankful, for you are indeed among the favored ones. The manufacturer has huge factories and a thousand men on his hands. The merchant has a store, and helpers, and competitors and a hundred things to worrit him.

And you—oh, you lucky dog—have a shapely bunch of flesh, five feet some tall, weighing 150 pounds. And a little bunch of gray matter the size of two fists under your hat.

If you will develop your personality and your brains you have as big a money-maker as does the manufacturer or the merchant. You can make thousands of dollars where you are now making hundreds. A great merchant gave a few pointers on personality to one of his ambitious clerks, and here are some of them:

Are you developing a pleasing voice?

Do you keep your clothes pressed and brushed and your shoes shined?

Do you wear good and clean linen, keep your nails and hands clean, your breath sweet and wholesome?

Do you use good English, and speak clearly and distinctly?

Are you always courteous, cheerful and considerate of others?

Do you give your customers a ready smile and a cheery greeting?

Are you brisk and businesslike in walk and manners?

Do you cultivate good habits?

Are you choosing good and constructive reading?

If you are ambitious cut these out, paste up, live up to them. They are one of the arch-stones of success.

P. R. INJUNCTION NOT UPHELD

The Court of Errors and Appeals, in Trenton, N. J., has upheld Vice-Chancellor Bentley's refusal of a preliminary injunction applied for by Philip Gaussman some time ago to prevent the Porto Rican-American Tobacco Company from submitting a plan to its stockholders whereby it was claimed another corporation would gain control of the management.

Du Pont

"A BETTER CIGAR for 10c"

After all nothing satisfies like a good cigar

MADE-IN-TAMPA
BY
VAL. M. ANTUONO

"BEST OF THE BEST"

OPTIMO CIGARS
VERY MILD VERY MILD

Manufactured by A. SANTAELLA & CO.
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

Members of the industry are cordially invited when in Philadelphia to make the offices of

The Tobacco World

their headquarters, and to make use of our services in any and all ways. For conferences a private office will be placed at their disposal, if desired. Remember the address, 236 Chestnut Street, Philadelphia, Pa.

Telephone, Lombard 1768

Wilkes-Barre News

(*Continued from Page 10*)

better. The manufacturers can do this if they care to. Why not wise up? Times have changed.

Manila cigars are taking quite a hold through here at the present time. A number of our local stores are displaying them in their windows and from all reports they are selling big.

Gerald B. Saunders, Luzerne County man for the Allan R. Cressman's "Manuel" and "Counsellor" cigars, tells me that his sales are gradually increasing for the above concern. Cressman's made a wonderful move when they annexed this man to their family of salesmen as Gerald is always on the job and time is nothing to him when work is at stake. "Good luck, Gerald."

The one best bet for any manufacturer is to follow up his cigars with advertising; lay down on your "ads" and you'll notice how quick your general sales fall off. Francis V. Williams, the best and wisest cigar salesman that the Otto Eisenlohr & Brothers of Philadelphia has had through this locality for their "Cinco" and "Henrietta" cigars, has been showing me some very wonderful and unique advertising that this live concern is putting on in our local papers as well as out-of-town papers and all magazines. This is what you call a live concern; may you sell a million more for the year of 1924.

Edward A. Stroud, president of the Star Tobacco Company of our Greater Wilkes-Barre, is a satisfied customer of THE TOBACCO WORLD. It's one of the best tobacco papers on the market, and Stroud ought to know as he gets 'em all. Call us again, Stroud.

Diamond Bill sez, if you've got the "Blues" Don't let your customer know it, Don't take it out on him. Any customer does not like to come into a man's store to see a "grouch." "Smile" it off, be a good fellow and Don't forget to say "Thank you." Ask Diamond Bill. He knows.

I understand that the American Tobacco Company is going to put on a big "SALE" in Wilkes-Barre on their "Lucky Strike" cigarettes. Their scheme is to advertise in the papers, and by bringing in the coupon plus nine cents, you will receive a package of their world-famous "Lucky Strikes." This is, or rather should be, a big campaign for the American Tobacco Company. "Lucky Strikes" should be in everybody's pocket, and the name on every cigarette smoker's lips. This is what we call real campaigning. Come to Wilkes-Barre, a real live city, where you can meet the real smokers. Bring along about twenty-five salesmen, you'll need 'em all.

"Herbert Tareyton" cigarettes are proving a winner through Luzerne and Lackawanna Counties, largely due to "advertising." One of their features in this locality is a "life-size man" on easel, portraying an Englishman, which is very attractive. A big feature of this is, there is not a lot of unnecessary wording, just enough to "get quick," and it sure catches the eye. Ollie Davis, local representative, can be given all the credit for putting this brand over. He also works hard on their "Herbert Tareyton" tobaccos, all sizes, and their "Johnnie Walker's," twenty for twenty-five cents. Good work, "Ollie": the more you do, the more we sell.

The Alexander-Wills Company, one of our largest jobbers, informs me that their business is going over big and collections fine. Business in general is improving in Wilkes-Barre. All mines, shops, factories and stores all working full time. Why shouldn't we do a big business, with all this going on? They ought to know as they get all over the county. Their "Della Cassa" cigars are put in all stands, cigar stores, hotels, and wherever cigars are sold. They've got a big distribution, and that helps the cigar sale.

Are you, "Mr. Cigar Man," featuring the cigars in a package? If not, why not? Put a few packages on your case and watch your sales grow. Nuf sed!

One of the biggest sellers in "union-made cigar factories" is "Ziegler's Hand Made," which is manufactured by Emil Ziegler and his coworkers at his factory on North Main Street. It is the one big smoke in the mind of all union men and you know they all "stick" together.

"Pall Mall" "specials," twenty for thirty cents, are outdoing their "Pall Mall" "regulars," ten for a quarter. The American Tobacco Company should worry, if they don't sell one they sell the other.

C. E. Bair & Sons, of Harrisburg, Pa., are putting out a cigar of Havana blend that is mild, mellow and satisfying, called "Aristocrat," and it is a big seller. This cigar is handled by the Wilkes-Barre Cigar and Tobacco Company and from all reports is enjoying a big turnover. It's a five-inch Perfecto and nicely made and packed and shows up to good advantage.

The United Cigars Stores Company, with general offices in New York and stores all over the world, have "one" store in Wilkes-Barre and that "one" is as good as two or three in other cities. Fred Gutendorf, local manager, states that he is doing a wonderful business and is expecting a big holiday business and is in readiness for it already. Fred is a very sociable fellow, always pleasant to his trade, has a big following, so therefore his "wonderful business." Fred states that his box trade is big. His big idea of this is, sell your customer a box of twenty-five or fifty cigars and you'll keep him out of the other fellow's store for a week or so. Fred ought to know, he has been resident manager for about five or six years.

G. R. Tschop, factory sales manager for the P. Lorillard Company, of the "Little Cigar Division," who has just come to Wilkes-Barre for a two-weeks stay, working the other territories out of Wilkes-Barre, reports that his little cigars are going big wherever they are put. His special work is on the following brands: "Le Roys," "Flexo Giants," "Royal Bengals" and "Between the Acts." Mr. Tschop has a crew of five men working under him.

One of the nicest Christmas packings on cartons of cigarettes are those put out by the Penn Tobacco Company of Wilkes-Barre, on their "O. K." cigarette. "O. K.'s" are one of the biggest fifteen-cent sellers through this region and are being "pushed" by all local dealers. Why not? They're home products. Boost your home town.

Why don't the American Tobacco Company put a deal on their "Bull Durham" smoking tobacco? "Bull Durham" was at one time the largest selling granulated smoking tobacco in the world, but my! how it has fallen, no sales at all. The American Tobacco Company are putting too much attention in some of their other brands and forgetting the "Bull." A five-cent book of "Riz la Croix" cigarette papers with each pack of "Bull Durham" will help stimulate the sale of their tobacco and it sure needs it. Take a hint from "Diamond Bill," Mr. A. T. C., and try this deal, it might help, you can never tell.

(*Continued on Page 26*)

WAITT & BOND

Blackstone CIGAR

Havana

Filler

Absolutely!

GONZALEZ & MENDEZ, INC

CLEAR HAVANA CIGARS EXCLUSIVELY
TAMPA, FLORIDA
EDW. WODISKA, General Representative

TADEMA HAVANA CIGARS

Argüelles, Lopez & Bro.
MAKERS

General Office and Factory, TAMPA, FLA.

Eastern Office
222 Pearl St.
New York

Warehouse
Havana
Cuba

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

LOPEZ BAMA:—43,550. For all tobacco products. November 21, 1923. Joseph Lopez, Sr., Montgomery, Ala.

FARMER BROWN:—43,551. For all tobacco products. September 26, 1923. The Moehle Litho. Co., Inc., Brooklyn, N. Y.

PAGNO:—43,554. For pipes and smokers' articles. November 24, 1923. The United Cigar Stores Company of America, New York, N. Y.

CEDRICK:—43,555. For pipes and smokers' articles. November 24, 1923. The United Cigar Stores Company of America, New York, N. Y.

PONTO:—43,556. For pipes and smokers' articles. November 24, 1923. The United Cigar Stores Company of America, New York, N. Y.

RELDA:—43,557. For pipes and smokers' articles. November 24, 1923. The United Cigar Stores Company of America, New York, N. Y.

COPLEY:—43,558. For pipes and smokers' articles. November 24, 1923. The United Cigar Stores Company of America, New York, N. Y.

HOLLIS:—43,559. For pipes and smokers' articles. November 24, 1923. The United Cigar Stores Company of America, New York, N. Y.

ROYAL:—43,560. For pipes and smokers' articles. November 24, 1923. The United Cigar Stores Company of America, New York, N. Y.

BELFONT:—43,561. For pipes and smokers' articles. November 24, 1923. The United Cigar Stores Company of America, New York, N. Y.

MEEKOL:—43,562. For pipes and smokers' articles. November 24, 1923. The United Cigar Stores Company of America, New York, N. Y.

LIBERTY:—43,564. For pipes and smokers' articles. November 24, 1923. The United Cigar Stores Company of America, New York, N. Y.

HOLLYWOOD:—43,542. For smoking pipes. November 10, 1923. Kaufmann Bros. & Bondy, New York, N. Y.

DOUBLE DRAFT:—43,543. For smoking pipes. November 13, 1923. Kaufmann Bros. & Bondy, New York, N. Y.

MIGHTY-LAK-A-ROSE:—43,544. For cigars. November 10, 1923. P. E. Reichard, Red Lion, Pa.

HYACINTH:—43,545. For leaf tobacco and leaf tobacco scraps. November 14, 1923. J. K. Long, Versailles, Ohio.

COPPER KETTLE:—43,546. For cigars. November 15, 1923. Joseph Weinreich, Dayton, Ohio.

CORONA:—43,547. For smoking pipes. October 24, 1923. Kaufmann Bros. & Bondy, New York, N. Y.

KAMELLO:—43,548. For smoking pipes. November 10, 1923. Kaufmann Bros. & Bondy, New York, N. Y.

WAGE EARNER:—43,549. For cigars, cigarettes and tobacco. October 16, 1923. F. M. Howell & Co., Elmira, N. Y.

TRANSFERS

EL SINO:—23,255 (Tobacco World). For cigars. Registered November 1, 1911, by Petre, Schmidt & Bergmann, New York City. Through mesne transfers acquired by Erdenheim Cigar Co., Quakertown, Pa., and re-transferred to the Peoples' Drug Stores, Washington, D. C., November 16, 1923.

CADET:—5146 (Trade-Mark Record). For cigars. Registered June 26, 1888, by Geo. Schlegel, New York City; transferred to W. W. Stewart & Sons, Reading, Pa., on November 22, 1923.

ZURICA:—21,558 (Tobacco World), **16,725**, M. & J. For cigars, cigarettes, cheroots, stogies and tobacco. Registered February 9, 1911 and December 24, 1910, respectively, by C. B. Henschel Mfg. Co., Milwaukee, Wis. Through mesne transfers acquired by A. H. Faiwell, Chicago, Ill., and re-transferred to Harry Weissman, Chicago, Ill., October 26, 1922.

FANTASMA:—(U. S. Tobacco Journal). For cigars. Registered July 7, 1885, by Brason & Brannigan, Mima, R. I., and Pawtucket, R. I. Transferred by John H. Brannigan & Son, successors to Brason & Brannigan, to Charles J. Stanley, St. Louis, Mo., November 12, 1923.

Wilkes-Barre Notes

(Continued from page 23)

The General Cigar Company, with factories in two of our surrounding towns, Nanticoke and Forty Fort, are turning out their "Robert Burns" and "White Owls" and little "William Penn" by the thousands. From all reports these factories are working full time, and they are sure turning out some wonderful work.

WANTED—Every reader of THE TOBACCO WORLD to read every line printed under the "Anthracite Region" column. It might interest you. It will interest Diamond Bill, thank you.

Larry May, formerly of May & Duffy, cigar dealers, has now embarked in the billiard game. Larry tells me that his business is "rolling" all the time.

Dusel-Goodloe Company, Philadelphia jobbers, have quite a number of big-selling cigars in this section. "Blackstone," "Robert Emmett," "Chancellor" and the "Antonio y Cleopatra" are some of the favorite brands.

One of the nicest looking showcase display signs is the one on "Melachrino" cigarettes, which is displayed in the Belmont Lunch.

Another new jobbing house has recently been formed, under the title of Dervas Tobacco Company, of Scranton, Pa. They handle cigars, tobaccos, cigarettes, candies, and many other favorite kinds of merchandise for the tobacconist. Their cigars are the "Gato," "John Hay," "Sino," "Courtello," "Councilman," "Lord Baltimore," "Even Steven," and a few other five and ten-cent brands. The more tobacco houses that are opened, the more tobaccos sold, and all good for the retailer. Welcome to our midst.

William King, of Philadelphia, Pa., head salesman for the A. B. Cunningham Company, jobbers of Philadelphia, was a recent visitor here this week. Bill says he always does a big business in and around Wilkes-Barre. His big feature is the "W. D. C." line of pipes and he sells a lot through here. Bill claims that he is the "King" of salesmen for the A. B. Cunningham Company. He features many other articles for the cigarman and his business. We'll see you next year, Bill.

HOW EVERYONE USES IMPORTS

The National Foreign Trade Council has just published a study of "Our Imports and Who Use Them," and in commenting on this book O. K. Davis, secretary of the Council, states: "The dependence of the average American on imported materials is a revelation to those who have never given the matter any thought.

"At the end of the day you pick up your hat, which is made either of straw braids from the Far East, or of fur from all parts of the world. Lighting a cigarette of Turkish or Egyptian tobacco, you buy an evening newspaper, made of Canadian wood pulp, and start for home.

"That night, when you sit down for dinner, perhaps at a mahogany table covered with a linen cloth made from imported flax, you will partake of a meal flavored with foreign spices and sweetened with imported sugar; and when that meal is over you will take a Cuban cigar from the humidor on the table. Finally, when the evening draws to a close, you will go to sleep wrapped up in one more product of our import trade—soft linen sheets."

CIGAR BOXES

Dependable service—Quality packages—to meet any requirement in the Wooden Containers for Cigars

The WOODEN package is the retainer of AROMA from Factory to Consumer

The Buckley Cigar Box Co., 24 Vine St., DESHLER, OHIO.

After all nothing satisfies like a good cigar

The Buckley Box Co., 1106 West Town St., COLUMBUS, OHIO.

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
WESTERN REPRESENTATIVE:
PAUL PIERSON
139 North Clark Street, Chicago, Ill.
Cigar Labels, Bands and Trimmings of Highest Quality

OSCAR PASBACH, PRES. J. A. VOICE, SECY. & GEN'L. MANAGER
PASBACH - VOICE
LITHOGRAPHING CO. INC.
ART LITHOGRAPHERS
GRAND STREET AND MORGAN AVENUE
BROOKLYN, N. Y.
CIGAR LABELS - CIGAR BANDS

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
2309 Russell Street Detroit, Mich.
Corner of Gratiot Street
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

CIGAR BOX LABELS BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

SINCE 1870
CIGAR BANDS CIGAR LABELS
SPECIAL PROCESS
WM. STEINER SONS & CO.
257-265 W. 17th St. - New York City
Sole Distributors for New Model Cigar Banding Machine for Ungummed Bands

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

Dealers CAN NOW GET DILL'S BEST SMOKING TOBACCO THROUGH ANY REGULAR JOBBER
J. G. DILL CO.
RICHMOND, VA.
Manufacturers of HIGH GRADE SMOKING TOBACCO.

WOODEN BOXES are better

Because They Give Better Printing Display

There is no comparison between Wooden Cigar Boxes and substitutes when it comes to beauty of printing and lithography. You can do almost anything with wood, while the possible treatments of substitute packages are limited.

and for these 5 other reasons:

1. IDEAL DISPLAY: Compact, varied and eye-catching window and counter displays are most easily gotten with Wooden Cigar Boxes. With a little imagination you can show all kinds of effects and combinations with Wooden Cigar Boxes. Wooden Cigar Boxes do not have to be juggled for striking displays; they only need to be arranged.
2. CONVENIENT: Practically all cigar store windows and show cases are particularly designed for the showing of Wooden Cigar Boxes. They permit the use of all the space. No space wasted. No time lost.
3. PERFECT AGING: Cigars age normally in wood, retaining their natural aroma from factory to smoker.
4. SATISFACTORY SELECTION: A smoker likes to see the whole length of a cigar in the box. He wants to compare the size, shape and color of the various brands and types you show him. Another point where a Wooden Cigar Box always wins the approval of the smoker.
5. NATURALNESS: Cigars are a vegetable product and belong in Wooden Cigar Boxes. Cigars from Wooden Boxes please the smoker most because the wood adds a mellowness and richness to the qualities with which the cigar has already been endowed by Nature.

Ask the manufacturer of Quality Cigars why he uses Wooden Boxes. He has learned they have no substitute.

THE BEST CIGARS ARE PACKED IN WOODEN BOXES

Best When Packed — After all nothing satisfies like a good cigar — *in Wooden Boxes*

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DECEMBER 15, 1923

VOLUME 43 — No. 24

THE TOBACCO WORLD

Marshall Field Cigar

VORSTENLANDEN JAVA-WRAPPED

Its growing sales and popularity wherever sold is a testimony.

It is Distinctive Quality.

Mild, smooth and sweet, regardless of color.

It has 43 years of tobacco curing, blending and manufacturing experience back of it.

HOWARD F. PENT, President
THE CORAZA CIGAR COMPANY

SEVENTH AND CHERRY STREETS — After all nothing satisfies like a good cigar — PHILADELPHIA, PA.

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST. PHILA., PA.

WOODEN BOXES are better

Because They Give Better Printing Display

There is no comparison between Wooden Cigar Boxes and substitutes when it comes to beauty of printing and lithography. You can do almost anything with wood, while the possible treatments of substitute packages are limited.

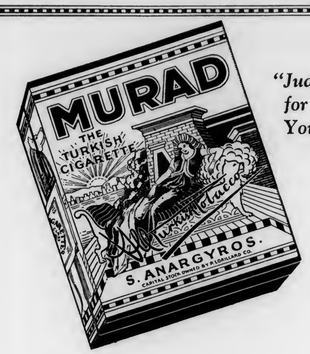
and for these 5 other reasons:

1. IDEAL DISPLAY: Compact, varied and eye-catching window and counter displays are most easily gotten with Wooden Cigar Boxes. With a little imagination you can show all kinds of effects and combinations with Wooden Cigar Boxes. Wooden Cigar Boxes do not have to be juggled for striking displays; they only need to be arranged.
2. CONVENIENT: Practically all cigar store windows and show cases are particularly designed for the showing of Wooden Cigar Boxes. They permit the use of all the space. No space wasted. No time lost.
3. PERFECT AGING: Cigars age normally in wood, retaining their natural aroma from factory to smoker.
4. SATISFACTORY SELECTION: A smoker likes to see the whole length of a cigar in the box. He wants to compare the size, shape and color of the various brands and types you show him. Another point where a Wooden Cigar Box always wins the approval of the smoker.
5. NATURALNESS: Cigars are a vegetable product and belong in Wooden Cigar Boxes. Cigars from Wooden Boxes please the smoker most because the wood adds a mellowness and richness to the qualities with which the cigar has already been endowed by Nature.

Ask the manufacturer of Quality Cigars why he uses Wooden Boxes. He has learned they have no substitute.

THE BEST CIGARS ARE PACKED IN WOODEN BOXES

Best When Packed — After all nothing satisfies like a good cigar — *in Wooden Boxes*



"Judge for Yourself"

The world's most famous and largest selling high grade cigarette

Turkish Cigarettes contain no artificial flavoring and are therefore purer and better than other kinds of cigarettes. MURADS are made only of 100% Pure Turkish Tobacco ot the finest varieties grown, and are appreciated and desired by smokers who demand the best the world has to offer in cigarettes.

Makers of the Highest Grade Turkish and Egyptian Cigarettes in the World

MURAD

THE DEISEL-WEMMER CO. Makers LIMA, OHIO

Get the Utmost in Advertising Values

at practically no expense by using the

WOODEN CIGAR BOX

for your brands.
They help *sell* your cigars.

PHILADELPHIA CIGAR BOX COMPANY
621 W. SUSQUEHANNA AVE.
PHILADELPHIA, PA.

WAITT & BOND

Blackstone

CIGAR

Havana

Filler

Absolutely!

Mild! After all nothing satisfies like a good cigar

The new LA TOSELLA

BUDDIES—10c

Sweet as a nut
Smooth as velvet
Mellow as moonlight
But always MILD!

Made by BOBROW BROS., Inc.
Philadelphia, U. S. A.
Makers of BOLD—TOPIC—RECALL

LA-TOSELLA

A. KAUFFMAN & BRO. INC.
YORK, PA.
ESTABLISHED 1893
MANUFACTURERS OF
CIGAR BOXES
AND
CIGAR BOX LUMBER
WE SPECIALIZE ON
GOLD LEAF WORK

"BEST OF THE BEST"
OPTIMO
VERY MILD
VERY MILD
CIGARS
Manufactured by A. SANTAELLA & CO.
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

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Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

FOR SALE

FOR SALE—ONE COMPLETE SET NEWTON-STOAKES LETTERING PENS, with inks and complete instructions for making nifty show cards and price tickets. Absolutely new. Address Box 451, care of "The Tobacco World."

BUSINESS OPPORTUNITY

MODERN EQUIPPED FACTORY. Desirably located, State of Pennsylvania. Steam heated. Capacity 100,000 minimum, 200,000 maximum. Producing good workmanship. Scale of price right for 10-cent line. Actively operating at present with good organization. Rent reasonable. Further details on inquiry. Address Box 454, care of "The Tobacco World."

WANTED

WANTED—A POSITION AS SUPERINTENDENT. Twenty-seven years of experience as a manufacturer of cigars; hand, mold or suction. A man that knows how to get results. Address Superintendent, care of "Tobacco World."

SITUATION WANTED

A CAPABLE CIGAR FACTORY EXECUTIVE AGGRESSIVE with initiative and executive ability to handle large factory or factories, capable of starting chain of factories; will be open for position shortly. Address Box Z, care of "The Tobacco World."

The Tobacco World
Established 1881

VOLUME 43 DECEMBER 15, 1923 No. 24

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

PRICE: United States, Canada, Cuba and Philippine Islands, $2.00 a year. Foreign, $3.50.

Harry Blum's
NATURAL BLOOM
QUALITY CIGARS

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Couldn't you use an extra $72 a year?

Wait! This means
15 Ford payments
or 2 weeks vacation
or 2 suits of clothes
—or a radio set!

You can save $72 a year by rolling your cigarettes from "Bull" Durham.

And yet while you are saving this money, you are having THE smoke of all the world.

Do you know this about "Bull":

There is something in its fine, careful blending and manufacture, with its marvelously fragrant and distinctive flavoring and aroma that makes it a better smoke than any ready-made cigarette?

"Bull" Durham helps pay for his insurance!

Lots of men are writing us how much they save by rolling their own cigarettes. Here's Mr. W. P. Perry of The Perry Co., Detroit.

"For the past ten years I have been smoking "Bull" Durham and never gave a thought to the cost.

"I saw one of your advertisements so I decided to give it a test.

"Cigarettes cost me $9.00 a month against "Bull" Durham at $3.00 per month. This shows that $6.00 a month could be saved.

"At the end of a year I will have saved $72.00 which I will use toward my insurance. For this I am thankful to the American Tobacco Co."

Guaranteed by
The American Tobacco Co.
INCORPORATED

Wisconsin Tobacco For Sale

Approximately 200 cases 1918, 1919, 1920 and 1922 Southern Wisconsin tobacco. Samples at Rockdale, Dane Company, Wisconsin.

L. G. ANDERSON

2127 Iowa Street - - Chicago, Illinois

The Far-Visioned Cigar Manufacturer
Protects Present and Future Sales
By Packing His Brands In Wooden Boxes

H. E. BAIR & CO.

HANOVER After all nothing satisfies like good cigar PENNA.

"Quality Cigar Box Manufacturers For More than Fifty Years"

Model B-1 illustrated above.

PACK CIGARS RIGHT

and get a uniform pressed shape to each cigar in every box. No broken wrappers. Impossible to overpress pack.

FOUR MODELS TO CHOOSE FROM

Model "A" without top lever, for 50 cigars - $ 5.00
Model "B-1" with top lever, for 50 cigars - 10.00
Model "B-2" with top lever, for 100 cigars - 12.50
Model "C" with top lever, for bundles of 100 - 16.00

All packers are adjustable to any standard size box.

Pulte-Korreck Machine Co.
GRAND RAPIDS, - - - MICHIGAN

FREE TICKETS OF ADMISSION

TO THE

Second International Tobacco Industries Exposition

will be sent to the following classes of people, upon request, if they will write us on their letterhead.

MANUFACTURERS JOBBERS RETAILERS

connected with the Tobacco Industry

NOTE WELL 500,000 tickets will ALSO be distributed to consumers

NOTE WELL 500,000 tickets will ALSO be distributed to consumers

Address all communications to

NATIONAL EXPOSITION COMPANY

HOTEL McALPIN Broadway and 34th Street NEW YORK CITY
SUITE 332 TELEPHONE, PENNSYLVANIA 5700

The Exposition opens January 28th—Closes February 2nd, 1924 at the 71st Regiment Armory, Park Avenue and 34th Street, New York City.

Volume 43

THE TOBACCO WORLD

Established 1881

Number 24

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, DECEMBER 15, 1923 Foreign $3.50

EDITORIAL COMMENT

THE information that the tobacco industry paid more than 11 per cent. of all the taxes collected by the Internal Revenue Bureau in 1923 indicates the importance of the cigar and tobacco industry as a financial support of Government activities.

While the friends of the cigar business cannot help but feel that the cigarette has profited at the expense of the cigar, there is also to be considered the fact that the cigarette paid almost 60 per cent. of the entire tobacco tax, while the cigar industry paid a little more than 15 per cent.

The production of cigars in 1922 fell below the production of 1921, figured on the calendar years, but the report of the Commissioner of Internal Revenue informs us that for the *fiscal* year ending June 30, 1923, there was a gain in cigar production over the previous fiscal year of 8 per cent. This is encouraging, but it is not enough. What we need is more manufacturers to go out and fight for the industry in which they have spent their lives, and to which they have devoted their time, effort and money—the cigar industry.

Pennsylvania leads all the other states in the number of cigars manufactured. In fact it has a good lead over other states. The great majority of nationally distributed brands are made in Pennsylvania. Perhaps a little competition in this line would be of benefit to the entire industry.

If you're making your living from the cigar industry, get behind it with a determination to make it a greater success than ever before. Ten thousand cigar manufacturers, and 500,000 retailers, can make a big showing in the advertising world if they will but wake up to the fact that in union there is strength.

After all nothing satisfies like a good cigar

A SUGGESTION to embody in the New Year's Resolutions for every branch of the trade is to make greater use of the adopted cigar slogan, "After All, Nothing Satisfies Like a Good Cigar."

Maybe there isn't any comparison, but at least there is ample proof of the value of advertising. The Paint and Varnish Association is on a five-year campaign of general advertising. Why repeat their slogan for everyone must know it. The third year has been completed. Results to date show an 89 per cent. increase in the production of paint and varnish in three years. Does anyone doubt that they will more than double their production by the end of five years?

We just want to add that every painter in the smallest towns and villages has been educated to use that slogan of theirs on his letterheads, bills, wagons, trucks, etc.

If we could get the 550,000 cigar outlets of the country to use that slogan of the industry, "After All, Nothing Satisfies Like a Good Cigar," the cigar business would have more boosters than ever before in its history.

The industry needs boosters, and what is more logical than to put effort and energy behind anything that will benefit the business you are making a living from?

In Columbus, Ohio, the street cars carry cards displaying the design and slogan of the cigar industry. In New Jersey, car cards urging the public to patronize their neighborhood stores, also carry the design and slogan adopted by the T. M. A. in one corner.

We need national genuine support to make the cigar more popular. And advertising always has succeeded and we believe it will deliver "the goods" if the right efforts and proper methods are employed. Let's start the New Year right.

PHILADELPHIA.

RETAILERS are anticipating a large volume of Christmas business by laying in heavy stocks of cigars and cigarettes, and buying of these goods for the holiday season has already begun.

Large commercial establishments are entering orders for cigars and cigarettes in accordance with the long-established custom for Christmas distribution. Box sales show a tendency toward higher-priced goods than formerly.

Despite the fact that the year is about to close and stocks are usually kept at a minimum in the factories at this time, there is considerable activity in the leaf markets.

"MARSHALL FIELD" SALES GROW IN 1923

It is gratifying to pay tribute to Howard F. Pent, president of the Coraza Cigar Company, for the splendid strides made by the "Marshall Field" brand during 1923.

Mr. Pent is not only modest himself, but in his advertising as well, and yet the success of the brand during 1923 warrants congratulations. However, Mr. Pent is afraid of true statements, for fear they might be construed as being bombastic.

We are permitted to say, however, that "Marshall Field" sales have made splendid progress, particularly in the States of Ohio, Indiana, Illinois and New York, where a number of desirable jobbing connections have been made.

It is interesting to know that in every case the "repeat" orders have come through rapidly and that almost all of the distributing accounts are showing big increases.

Increases are a mark of the reception given the cigar by the smoker, and if all signs point correctly, "Marshall Field" is in for a period of sturdy growth during the coming twelve months.

"SINCERIDAD" GROWING IN SALES WITH M. J. DALTON COMPANY

Mr. Taylor, of M. J. Dalton Company, Fifth and Chestnut Streets, states that the Christmas orders this year are of good volume and that he considers the business excellent for the holiday season. He mentioned especially the growing demand for the "Sinceridad" brand, a Tampa-made cigar with a clear Havana filler, and stated that the goods were being ordered in growing quantities from month to month. The Corona and Corona Chica sizes are especially favored by the smokers. Berriman Brothers, Tampa, Fla., are the manufacturers.

LOUDON CIGAR CASE SALES GROWING

Claude Wykes, genial head of the Loudon Manufacturing Company, manufacturers of the Loudon cigar case, Grand Rapids, Mich., was a recent visitor in Philadelphia, and reports that the sales of this exceptional show case are growing every month.

This remarkable case was displayed at the Tobacco Exposition in New York, and one or more can be found in use in almost every large city today.

The adage that merchandise well displayed is half sold is easily proven by users of this case. Real letters from real cigar stand owners testify to an increase in sales after the installation of a Loudon cigar case. And the larger use of such cases will do much to increase cigar patronage.

Mr. Wykes came to Philadelphia from New York, and after calling on the local trade left for Baltimore and Washington. If you haven't seen this new case, write the Loudon Manufacturing Company, Grand Rapids, Mich., for literature.

"THE BOBROW LINE" HAS HEAVY CALL FOR HOLIDAY TRADE

"The Bobrow Line," comprising "Topic," "La Tosella," "Discriminator," "Bold" and "Recall," will be found in many Christmas stockings this year, judging from the heavy demands being made upon the factory to fill orders.

"La Tosella," the newest of the line, is making amazing headway, according to one of the executives, and the demand for the new package of ten is exceeding the production allotted to it.

"Bold," the foundation stone of the line, is showing a prosperous order file which is indicative of a large army of friends among the smokers of the country.

ROBERT POPPER VICTIM OF ACCIDENT

"Bob" Popper, secretary of the firm of E. Popper and Company, was killed while on an automobile trip here Monday of last week. Mr. Popper was riding with some friends in North Philadelphia after a strenuous day's work, when the driver of the car lost control, and the machine crashed into a tree throwing Mr. Popper several feet and fracturing his skull. He was removed to a Philadelphia hospital and died early the next morning before his parents could reach his bedside.

Funeral services were held from the home of his parents on Thursday morning. He was not married.

TWO NEW MEMBERS FOR EISENLOHR BOARD

At a recent meeting of the Board of Directors of Otto Eisenlohr and Brothers, Incorporated, Philadelphia, Pa., Mr. John J. Rogers and Mr. Ralph B. Evans were elected members of the board.

Mr. John J. Rogers was also elected to the office of vice-president to fill the vacancy caused by the death of Louis H. Eisenlohr in June, 1922.

SCHULTE MERGER WITH UNITED REPORTED VIRTUALLY COMPLETE

According to reliable reports from New York negotiations for the consolidation of the United Cigar Stores Company of America and the Schulte Retail Stores Corporation, the two largest retail tobacco distributors in the United States, were virtually completed at a meeting of representatives of the companies there recently. The merger will bring together organizations that in 1922 had combined sales of $97,727,345.

Verbal agreement was reached last week, and attorneys are drawing up the papers for signature regarding terms, etc. It is expected that details of the agreement will be announced within a short time. The transaction has no connection with the new tobacco company now in process of formation by the Schulte interests.

United Cigar Stores Company, which is controlled by the Tobacco Products Corporation, had in operation at the beginning of the current year 1208 stores and 784 agencies in various parts of this country, engaged in the sale of cigars, cigarettes and tobacco. This company's capitalization consists of $32,865,348 common stock and $4,527,000 preferred stock outstanding. Its sales in 1922 aggregated $73,961,981.

The Schulte Retail Stores Corporation, in which substantial stock interests are owned by the American Tobacco Company and the Lorillard interests, at the close of last year was operating 245 tobacco stores, mostly in cities of the Atlantic seaboard, and planned to increase the number to 300 during the current year.

The Schulte Company carries an outstanding capitalization consisting of 300,000 shares of no par value common stock and $2,000,000 preferred stock. Both companies control or are closely affiliated with manufacturing companies that supply a large share of the products sold.

SALE OF TOBACCO PRODUCTS BANNED ON SUNDAY IN MERCHANTVILLE, N. J.

Stores in Merchantville, N. J., have been opened on Sunday for a number of years, but with the advent of a new store it has just been discovered that Sunday school children have been squandering pennies meant for the collection plate. This at least is the reason given for publication, in reference to the Sunday closing ordinance which Mayor Holman seems suddenly energetic in enforcing.

According to the mayor's interpretation ice cream, if taken home, is a necessity and may be sold; so may oil and gasoline. Ice cream eaten in the store is not a necessity and cannot be sold for that purpose. Tobacco products, of course, are under the ban.

This sudden realization on the part of mayor and council of their duty to safeguard the Sunday-school pennies of the community might be carried a step further. Why not collect a few fines from the motorists who daily and Sunday, morning, afternoon and evening, pass the Browning and Cove road intersections at from thirty to forty miles an hour, endangering the life and limb of children and adults? A couple of plain clothes men at these intersections could collect enough fines in a month to reimburse the Sunday schools of the borough for their collection losses for the past one hundred years, and the next hundred to come.

Wilkes-Barre Letter

BEING busy writing advertisements, fixing up my store and windows in getting ready for the holiday season, Diamond Bill, correspondent for this journal under the heading of "Anthracite Region," wishes to apologize to its many readers in not having his usual "write ups" for this issue, just wait—and look for more, later.

Diamond Bill extends to the TOBACCO WORLD and the country in general the season's greetings, 1923-1924.

DIAMOND BILL.

INTERESTING FACTS FROM THE 1923 INTERNAL REVENUE REPORT

The following interesting information is derived from the annual report of the Commissioner of Internal Revenue for the fiscal year ending June 30, 1923:

Cigars manufactured in the calendar year of 1922 totaled 6,722,354,177, a decrease of 3,741,306 less than the production of the calendar year of 1921.

Small cigarettes manufactured during the calendar year of 1922 totaled 55,763,022,618, a gain over the previous year of 3,678,011,058.

Cigar factories in operation January 1, 1923, 11,576, a decrease for the year of 529 factories.

Internal revenue taxes collected from the tobacco industry totaled $309,015,492.98, which constituted 11.78 per cent. of all taxes collected by the revenue bureau for the fiscal year ending June 30, 1923. This sum is the greatest ever collected from the industry in the history of the revenue bureau.

Of the total tax collected the cigarette industry paid $182,584,806.83 or 59.09 per cent. of the entire tobacco tax.

It is interesting to note that the taxes collected on cigarette papers and tubes amounted to $1,095,996.74, an increase of nearly 10 per cent.

The tax collected on cigars weighing more than three pounds per thousand was only 15.3 per cent. of the whole.

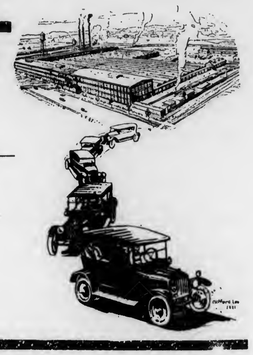
There were 26,161,671 tax-free cigars used for personal consumption and experimental purposes. The commissioner slyly remarks in this connection that the tax on these would amount to approximately $170,129.36.

In addition there were 234,153,844 cigars brought to this country from the Philippines, of which sum 228,000,000 were class A.

Porto Rico sent into this country 168,578,862 cigars of which 100,904,320 were class A.

There were imported from the Island of Cuba during the same period 30,307,611 cigars, of which total 26,802,248 were class E.

DETROIT



Detroit Factories' Business Far Exceeds Expectations—
Woodhouse Truck Stolen—Mannie Perez Visits
Detroit and Has His Razor Sharpened—Tom
Thurlby Gives Party to Friends—Tom
Monroe Returns—Few Out-of-
Town Visitors

Detroit, Mich., December 10, 1923.

ALL of the Detroit distributors are reporting a very successful holiday business, many say they are unable to fill all the orders they have on the one-fortieth packings, and that shipments are coming through very slow. The local factories have experienced the most successful fall business they have had in years.

So many good and artistic window displays for the holiday shoppers are to be seen in our busy shopping district this week, that the reviewer is confronted by a difficult task when he begins to shower the compliments. All the stores are decorated with holiday attire, and many attractive and "get the business" displays are being shown throughout the city. Windows worthy of mention are the Central Cigar Company, Watkins Cigar Stores Company, Bert Johnson, Tucker Cigar Company, Charles Bird, M. A. LaFond and Company, and numerous others. Novelties in smokers' articles, pipes and fancy cigarettes of domestic and imported brands are prominently displayed and are getting a big business.

New traffic rules now in force protect shoppers in the crowded area. The new order prohibits any automobile entering or leaving Woodward Avenue between Elizabeth Street and Jefferson Avenue, which is a great benefit for the Woodward Avenue merchants, as well as a great protection to the Christmas shopeprs in the busy section of the city.

A delivery truck of John T. Woodhouse and Company, wholesale distributors, of 37 West Jefferson Avenue, containing tobacco, cigars and cigarettes valued at $3000 was stolen on December 5, while the driver was making a delivery at 3200 East Jefferson Avenue. The police credit an organized gang with the theft of nearly a dozen delivery trucks within the last month.

The Old Newsboys' Goodfellow Fund Day has been set for December 20. As usual a big street parade will be featured through the business section of the city. The old boys will then take up their respective stations, at various corners, where they sold papers when mere boys. The drive this year is for $25,000 to provide clothing, shoes, stockings, toys, etc., for the poor children of the city. The old newsboys comprise some of Detroit's leading business men, who started their business career on the streets of Detroit. Many prominent cigar men are charter members of the organization. No one receives any pay in this wonderful organization, and besides each old newsboy buys his own papers. Mail checks for your donation to Herman Lieberman, 229 Gratiot Avenue (Central Cigar Company) or to George H. Stone, "Mike of Detroit," 37 West Jefferson Avenue, and help the good cause along.

Mannie Perez, of Marcelino Perez & Company, the "Redencion," "Count Ponchartrain" of "Tuval," address everywhere where good cigars are sold, has been spending a few days in our midst. Mannie is the last of the out-of-town travelers to visit Detroit for the year of 1923; his trip was just to say, "Howdy, and thank you for the business of the year." Bert Johnson Cigar Company and the Watkins Cigar Stores Company are the Detroit distributors of the Perez products. Mannie was shown the sights of the city on this trip and his distributors, with the help of "Mike of Detroit," saw that he was well taken care of. Mannie was introduced to the razor strop shop, where he had his razor sharpened. So fellow-readers, when you see Mannie, ask him how he likes razors, light or heavy.

Bernard Schwartz and son Norman, of the Bernard Schwartz Cigar Corporation, were recent visitors to the New York leaf market.

Samuel Gilbert, president of the Webster Cigar Company, has returned from a business trip to New York City.

Tom Powell, manager of the cigar department for the Worden Grocery Company, Grand Rapids, Mich., was a recent visitor to the City of Detroit. Tom made the trip over to visit his factory connections. According to reports from our friend Tom, business in the Furniture City is booming and the cigar business was never better.

Harry H. Parr, of the American Cigar Company, had the honor of getting the first cigar display in the new store of the Tucker Cigar Company. "Chancellor" cigars were attractively arranged with artistic signs, for which Harry is famous. According to Mr. Tucker's report, this "Chancellor" display was the kind that make the customers buy, and many were the demands for "Chancellor" cigars on opening day.

The Watkins Cigar Stores Company are showing a very exclusive line of imported pipes in their David Whitney Building store and the Majestic Building store. The H. Comoy Company, Limited, London, England, manufacturers of the famous "Comoy Pipe,"

(*Continued on Page 22*)

BUSINESS BUILDING

By A Trained Business Man And Advertiser

WRITTEN ESPECIALLY FOR THE TOBACCO WORLD BY A.E.P.

ALL RIGHTS RESERVED

HERE'S a successful merchant, rose from a clerkship, says the most important accomplishment for a clerk is PERSONALITY, and that one of the essential requisites is "putting on a front."

Here are a few pointers he gives regarding this.

Develop a pleasing voice. Speak clearly and distinctly. Keep your breath sweet. Keep your shoes polished and your clothes pressed and in good repair. Wear clean and good linen. Shave often; keep your hands and nails clean. Give customers a ready smile and cheery greeting. Be brisk and businesslike in walk and manners. Cultivate good habits. Choose constructive reading.

Go over these things, pencil in hand, friend clerk, check them up against yourself. Note those you lack and highly resolve to correct them.

Remember a successful man is artificial. He is self-improved. A successful man started as a diamond in the rough. He had good qualities, and also faults. He looked for his faults, stamped them out of his system, strengthened those virtues which were weak. And there he is—a success. Go thou and do likewise.

Permit me to earnestly suggest that you make a study of human nature. To do this you needn't let your hair grow long, or wear thick-rimmed glasses, or read heavy tomes and volumes. Just continue in your natural way, but study and ponder on the likes and dislikes of your customers. Then apply this knowledge to your business. It will double your business, man! It sure will! Here is a true business story, which proves my point.

An English clock manufacturer had a large trade in British Southern Africa in cheap alarm clocks, and every native desired to possess one.

Suddenly the demand ceased, and he lost the trade without knowing the cause. But the cause was an exceedingly simple one. A rival concern had sent an investigator there; a real student of human nature. This man nosed around and discovered that the natives did not buy the clocks because they wanted to know the time of day. They didn't care a hoot about the time. They bought them because they liked to hear the tick and strike. The rival concern made a line of clocks with loud and musical ticks, and with pleasing strikes—and they gathered in the trade.

Simple, wasn't it? Almost foolish. And yet this study of human nature—this realizing the importance of little things brought large trade to a business.

I know some wide-awake cigar dealers won't let this pointer perish.

I don't want to boom any man's advertisement, but I do want to put you on the track of helpful ideas, wherever they can be found. That is why I ask whether you read those little personal squibs written by John Wanamaker and which are found at the head of his advertisements.

I read them daily. I cut out the particularly good ones. I let them influence my life, and I pass on to my readers in my own words those which are particularly appropriate to them. Excuse the use of the word "I," which should be used sparingly. Instead, make it read, "you should."

One of these cut out squibs now lies before me. It reads: "If the day brings difficult things to do take up the hardest and the most disagreeable first. With that out of the way all the others will seem much easier. The longer you delay the difficult job the harder it will be to get at it."

I have tested this by experience and found it true. Found it surprising how easy even the hard job is when you tackle it fresh and with vigor—and then how very, very easy the other jobs are.

Give it a try. It will seem as though it cut your work in half.

I am going to make a personal confession. It is risky, for it may have no influence on you, and then I will have committed a blunder, for a person should never speak of himself unless it helps and influences others.

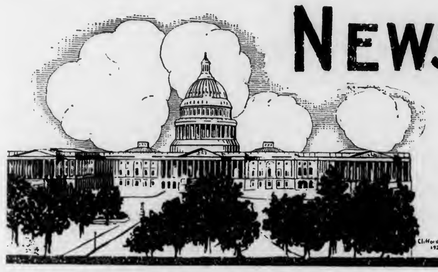
I have just read the book, "The Americanization of Edward Bok." It has made me dissatisfied with myself, and the little I have accomplished. Here was a Dutch boy, landed on our shores, lacking money, friends and not knowing our language. It tells how he butted in, won out; worked up to a high position; helped and improved hundreds of thousands of lives; rendered valuable service to people in a score of ways; made a fortune and is now retired to spend that fortune and his energies and genius making this country better, more prosperous and its people more happy.

Read the book. It will be a surprise and I hope an inspiration to you.

Let us highly resolve—you and I—to be more useful to ourselves and the world than we are.

Let us begin by developing and improving ourselves in our business, for that is the foundation. Let us be better merchants, better clerks, better business writers. Let us make more money for ourselves, and wisely invest it and advance in our business. For thus do we build character. Is it a go? Shake!

(*Continued on Page 24*)



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

Changes in Bankruptcy Law Advocated

Washington, D. C.

RECOMMENDATIONS for amendments to the national Bankruptcy Act, making it an offense to conceal assets from creditors in composition cases, or from any officer of the court charged with control and custody of property, are made in the annual report of Attorney General H. M. Daugherty, just submitted to the President. At present it is an offense under Section 29b (1) of the Bankruptcy Act to conceal assets from the trustee, and Mr. Daugherty would have this legislation extended so as to cover concealment from other creditors and officers of the court. The attorney general would also extend the present limit of one year under which criminal prosecutions under the Bankruptcy Act must be brought, to a period of three years, pointing out that the present limitation is too short a period to complete cases, and unquestionably has defeated justice in some instances. It is also suggested that it would be well for Congress to establish by appropriate legislation a definite charge for notices in bankruptcy, the charge at present varying materially, and often placing an unnecessary burden upon estates.

New Bills Introduced in Congress Show Tendency to Favor Business Rather Than Additional Burden

A number of measures of importance to industry were introduced in Congress during the first few days of the session. While many of these measures, of course, will never be acted upon, they are interesting as showing the trend of thought in Congress as to the treatment which should be accorded industry. They are, for the most part, concerned with matters tending to relieve the burden imposed upon business rather than to increase it.

Many of the measures introduced during the early days of the session, of course, dealt with revision of the tax law, while others are concerned with transportation. Most of the revenue measures deal with the repeal of the so-called nuisance and other war taxes, and a lightening of the income tax provisions of the bill. The bill dealing with transportation is one introduced by Representative Brand, of Georgia, providing that the various states may exercise the right of fixing and adjusting intrastate freight and passenger rates, while under a bill introduced by Representative Moore, of Virginia, claims for loss and damage could be filed against the carrier at either destination or point of origin, by either the shipper or the consignee. Several measures have been introduced to prohibit the collection of a surtax upon sleeping and parlor car accommodations. Other bills introduced demanded repeal of the tax on telegraph and long-distance telephone messages, these measures being sponsored alike by Republicans and Democrats, and the present tax is assured of repeal in the event that tax revision is engaged in at this session.

Under the terms of a bill introduced by Representative Johnson, of Washington, the Federal Trade Commission would be abolished, and all its records, documents and papers would be transferred to the Department of Commerce. The Secretary of Commerce would be directed to determine what investigations of proceedings should be prosecuted, continued, suspended or dismissed, and to submit recommendations to Congress respecting the scope or extent of functions properly to be exercised by his department in the protection and preservation of the legal and equitable rights of persons, partnerships and corporations engaged in interstate trade and commerce.

Several bills have been introduced to reduce the fees charged by the United States for passports and vises, one, introduced by Representative Mills, of New York, making the passport fee $2, instead of $10. Some of these bills will be strongly urged, in a belief that action along this line would result in revision of foreign charges on American citizens traveling abroad.

Amendment to Tobacco Census Law Recommended

Amendment of the law authorizing the Government to take a census of stocks of leaf tobacco at stated intervals, so as to require reports from all registered tobacco dealers, irrespective of the amount of tobacco which they carry in stock, is recommended by William M. Steuart, Director of the Census, in his annual report to Secretary of Commerce Hoover, just made public. At present the law limits the work of the bureau to the collection of data from dealers having an average of 50,000 pounds of tobacco in stock at the close of the four quarters of the preceding calendar year; it is impossible to comply literally with the requirements of this law, and if the work is to be continued by the Census Bureau, it is recommended that the change outlined above be made. It is preferable, however, Mr. Steuart states, that the work of collecting this data be transferred to the Bureau of Internal Revenue, which now collects monthly reports of the transactions in leaf tobacco from all registrants. It is also recommended that the law be amended so as to permit the reports to be sworn to before postmasters.

(Continued on page 14)

Mark *your* points of distribution

Put a Colorgraphic Transparency on the window of every store where your goods are sold

ATTRACTIVE ~ COLORFUL ~ INEXPENSIVE

Easy to put up — Hard to remove

A few examples of our Colorgraphic Transparencies

AMERICAN LITHOGRAPHIC COMPANY

NINETEENTH STREET & FOURTH AVENUE ~ NEW YORK

Producers of Colorgraphic Advertising Cigar Box Labels —— Cigar Bands.

QUALITY~SERVICE~56 YEARS EXPERIENCE

We would like you to tell us more about Colorgraphic Transparencies

CUT OUT AND MAILING US THIS FORM OBLIGATES YOU IN NO WAY

NAME _____

COMPANY _____

MAY all your good co-operation and generous patronage, given us in the past year, return to you a hundred fold of prosperity and happiness in the years to come.

BAYUK CIGARS, INC.
PHILADELPHIA, PA.
119 Lafayette Street, New York

GIRARD

They Sell —— They Repeat

ROIG & LANGSDORF
INCORPORATED
PHILADELPHIA, PA.
ESTABLISHED 52 YEARS

GIRARD
CIGARS

"You Never Find Half a Girard in the Ash Tray"

News from Congress

(Continued from page 12)

Higher Express Rates Probable for Eastern Section

No justification exists for increasing express rates generally at this time, according to a decision rendered on December 3d by the Interstate Commerce Commission, in which the petition of the American Railway Express Company and Southeastern Express Company for higher charges is denied, but a change is to be made in the zoning of the country so as to more nearly equalize the cost of rendering service in the East, which will result in higher rates for that section.

In its decision, the commission holds that interstate express rates applicable within and between the several rate zones will hereafter be unreasonable and unduly prejudicial and preferential to the extent that they may exceed rates constructed on the basis of the new division ordered, under which three zones are to be provided, one taking in the eastern section, one that section west of the Mississippi, including part of Wisconsin and Michigan, and a third taking the territory between the eastern and western zones. Testimony introduced during the lengthy hearings which were held on the subject showed that the cost of doing express business was higher in the East than in any other zone, and the proposed realiotment is expected to remedy that condition.

The extension of pick-up and delivery service throughout the country is recommended by the commission, the decision stating: "Pick-up and delivery comprise one of the distinguishing features of the express service, and one that should consistently be expanded to keep pace with growing need, rather than curtail it or permit it to become static." No formal order for making the service universal, however, is issued.

The order gives the express companies and others interested until March 1, next, to file exceptions, showing why it should not then be made effective.

Among those who appeared in the case were George Lucas, representing the Tobacco Merchants Association, and William J. Stairiker, representing Otto Eisenlohr and Company.

HARWOOD LEAVING GENERAL CIGAR COMPANY

On December 31st, Frank Harwood, who has been advertising manager for the General Cigar Company for several years, will leave that company to become advertising director for the American Tobacco Company. Mr. Harwood has been instrumental in designing advertising for the several brands of the General Cigar Company, which have won widespread recognition and popularity for their brands. His many associates in the General Cigar Company are extending to him their best wishes for success in his new position.

BILL INTRODUCED IN CONGRESS TO PERMIT RE-USE OF CIGAR BOXES

A bill has been introduced by Representative Raker, of California, providing for the re-use of boxes, bags or other packages by manufacturers of tobacco, snuff and cigars. Measures similar to this have been introduced in the past, but without success.

LINZ.

QUALITY and CLASS IN CIGAR BOXES

In addition to the practical considerations in favor of SPANISH CEDAR for Cigar Boxes, it yields the most attractive and best looking of all containers—

Especially the "Boite Nature" which at this Holiday Time and throughout the year, is chosen for particularly fine presentations of Select and "de Luxe" Cigars.

The "Boite Nature" is made exclusively of SPANISH CEDAR; pleasingly smooth to the touch, eye catching in appearance and often a prized and useful souvenir.

SPANISH CEDAR BOXES distinguish the Cigars that come packed in them.

After all nothing satisfies like a good cigar

Especially from a Cedar Box

(ADVERTISEMENT)

RELIABLE FIRMS OF

YORK, PENNA.

"When you know your goods are right, stand firm behind them and push them along, let the world know about your product, advertise the fact and get the results."

H. G. BLASSER & CO.
PACKERS AND DEALERS
Leaf Tobacco
FANCY FLORIDA and GEORGIA WRAPPERS
Stripped and Booked Pennsylvania and Ohio Tobaccos
Samples and quotations cheerfully submitted

C. S. GABLE
CIGAR MANUFACTURER
Main Factory and Office, Queen and York Sts.
Branch Factories: Strinestown, Pa.; Jacobus, Pa.
Maker of "FORUM" Mild Havana Cigar, "DOUGLAS FAIRBANKS," "CERTIFIED CHECK" and "HAMILTON FISH"

Robert Schubert Co.
124 MAIDEN LANE, NEW YORK
SUMATRA and HAVANA
York Office, Queen and York Streets

C. H. Plitt Cigar Co.
MAKERS OF
"Casilda" Cigar," 10c and up
"20th Century," 8c "New Century," 8c
CIGARS OF QUALITY

York, Pa., December 13, 1923.

THE past week has been one of extreme activity with the cigar and tobacco jobbers—and to see the numerous window displays of holiday packages of cigars and tobacco, surely he must be hard to please, who cannot be satisfied with this year's offerings of fine cigars.

S. L. Etter & Son have an especially attractive window display, and among the many brands of standard goods, is a special holiday box of 25 "El Poderso" in five sizes. The man who receives a box of these excellent smokes is indeed a lucky "guy."

C. S. Gable reports that he has all his factories working full, and that his Wrightsville branch is increasing the output right along. His "Douglas Fairbanks" is a big seller; likewise the "Certified Check" brand is gaining rapidly in output.

H. F. Martin is busy on "Keen Kutter" cigar and "Daily Sales"; both five-cent goods of merit.

W. H. Falkler & Son, makers of "Joe Aldridge" ten-cent cigars and "Gobo," report trade satisfactory.

Saylor Brothers, West Market Street, jobbers, say that trade with them has been showing increased sales on the lines handled by their house.

Several of the county factories will reduce their force of cigarmakers until after the holidays, so that they will not carry over any large stock of cigars into the New Year.

A great deal of interest is being manifested in the coming Tobacco Show, and York County will be well represented with displays of its products. Also, many have said that they will surely attend the show. Following are some of the firms who will have a display at the show: Read Machinery Company, paste mixing machine, Chester Meyers; William Leschey, cigar boxes; Baker Tobacco & Machinery Company, tobacco cutter and separator; Jay-Bee Animated Billboard Advertising Company, automatic projector; East Prospect Cigar Company, cigars, with a number of last minute fellows to hear from.

At the monthly meeting of York County Cigar Manufacturers, held Monday night at Red Lion, ar-

(*Continued on Page 18*)

The strongest cigar advertising ever seen in America

Cinco is your best business-builder for two reasons.

First—Cinco gives smokers the most for their money.

Second—Cinco is backed by the strongest cigar advertising ever seen in America.

Full pages in color appear *continuously* in The Saturday Evening Post. No other cigar has ever had such advertising support.

Full-page space in color means maximum advertising force. It makes the Cinco message stand out above all other cigar advertising in a way that brings the smoker up to the counter TO BUY.

When a cigar with value such as Cinco offers is backed by advertising of such power, the combination means quicker, easier sales.

Otto Eisenlohr & Bros., Inc., Philadelphia
Cigar Manufacturers for Seventy-three Years

THE SATURDAY EVENING POST
December 15, 1923
2 for 15¢
"Cinco is better than the average ten-cent cigar —and I save 25 per cent"
Cinco
for Dad

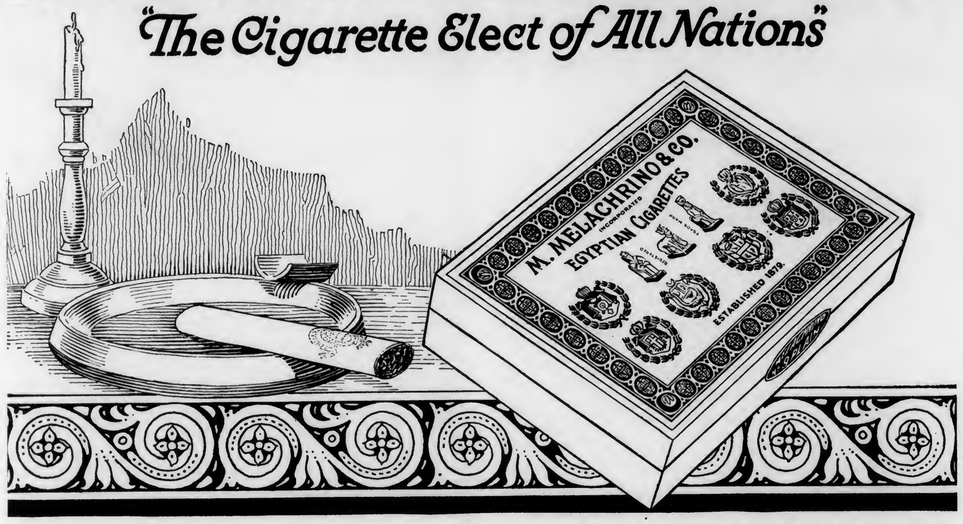
Cinco

Londres
Conchas
Panatelas
2 for 15c
Cinco de Luxe
10c
Cinco Pocket Pack
(10 cigars)
75c
Cinconettes
(pack of 10)
25c

After all nothing satisfies like a good cigar

MELACHRINO

"The Cigarette Elect of All Nations"



York County Notes

(*Continued from Page 16*)

rangements were made for the third annual banquet, to be held Friday evening, December 21st. B. M. Hannigan, president of the association, is to be toastmaster. The speakers of the evening will be E. A. Hirschman, secretary of York Chamber of Commerce. P. V. Hoyle, of the *Tobacco Leaf,* also several of the local members, will take part in the merry-making.

It is gratifying to see so many of the cigar manufacturers using the cigar slogan on most of their outgoing mail; also in nearly all of the ads, they include the slogan—"After all, nothing satisfies like a good cigar." Keep it up, fellows, and we will get results. Nothing can beat the continuous repetition of the slogan. The other fellow does it to boost his product and so should we, to boost and increase the use of our product.

With the Christmas holidays so near at hand, let us all try to enter into the spirit of its significance. Forget the year's troubles and all its many disappointments. Let us be just "kids" again, even if we really must "kid" ourselves to do it. Because it is just as easy to "kid" yourself into feeling joyous and happy, as it is to worry and fret yourself into being an old "grouch." Try it.

JAY-BEE.

FAIR TRADE LEAGUE ANNOUNCES MISBRANDING MUST STOP

In its campaign against the misuse of the term "Havana," the American Fair Trade League now announces that it will lodge complaints against all retail dealers who sell or advertise, as "Havana" or "Clear Havana," cigars containing less than 100 per cent. of actual Havana tobacco.

During the past year the league has issued 105 complaints against manufacturers of prominently advertised cigars. Of these cases seventy-eight have been successfully concluded by definite pledges on the part of the manufacturers to abandon misbranding; twenty-four cases are under negotiation and three are listed for prosecution.

In a test case brought before the New York Commercial Frauds Court by former Assistant District Attorney Alexander H. Kaminsky, the special attorney for the American Fair Trade League, Magistrate George W. Simpson ruled that the term "mild Havana" as applied to cigars made only in part of Havana tobacco is a misrepresentation and calculated to deceive the public. The defendant in this case pleaded guilty to labelling a brand of cigars as "mild Havana" when the cigars contained but a small percentage of Havana tobacco and paid a fine of $50. Mr. Kaminsky, as counsel for the league, has been instructed to file complaints against all violators of the law and to vigorously prosecute them.

Secretary Whittier said that many of the most prominent cigar manufacturers of the country had proved their support of this campaign against misbranding by enrolling as members of the Cigar Manufacturers' Division of the American Fair Trade League.

WDC TRADE MARK

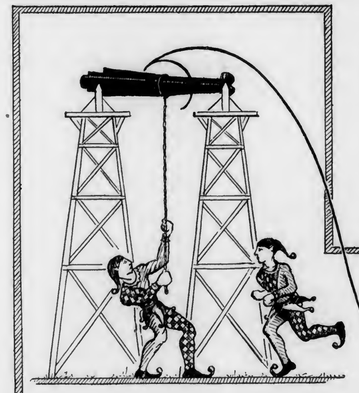
A remarkable test of superior strength showing why we can unconditionally guarantee the Duro-bit

An aluminum tube *moulded into* the rubber bit is the secret

THE ORIGINAL PIPE OF ITS KIND

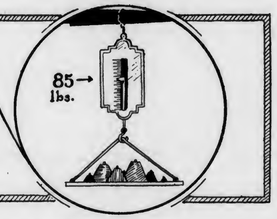
In Popular Styles to Retail at 50c., 75c. and $1.00

THE fine quality of vulcanized rubber used in all WDC rubber mouthpieces ~ reinforced in the Duro-bit by an aluminum tube moulded in throughout its entire length assures the Duro-bit pipe smoker of a bit that practically cannot be broken



THE TEST

From a WDC Duro-bit mouthpiece resting on supports at both ends, a scale was suspended on which weights were placed. The bit successfully held 85 lbs. in weight, a strain immeasurably greater than any to which it would be subjected in ordinary usage.



STATE OF NEW YORK }
CITY OF NEW YORK } SS:

The undersigned after being duly sworn according to law did say that on September 19, 1923, they did conduct a laboratory experiment to test the strength of a Duro-bit pipe mouthpiece. They did say that the mouthpiece was 3 inches long and 10½ m/m in diameter, made of vulcanized rubber reinforced with an aluminum tube moulded in throughout its length. They did say that the mouthpiece thus tested was not made special for this experiment, but was arbitrarily taken from stock. They did further say that the Duro-bit mouthpiece did support a suspended weight of 85 lbs. without breaking.

Sworn to before me this 24th day of September, 1923, at Richmond Hill, N. Y.

NOTARY PUBLIC.

LOUIS BODANI, NOTARY PUBLIC, KINGS COUNTY

Signed Ben N. Pollak

Signed James J. Buhl

WM. DEMUTH & CO., NEW YORK
WORLD'S LARGEST MAKERS OF FINE PIPES

© WM. DEMUTH & CO, 1923

Study Your Trade

and if the demand is for a mild and mellow cigar you need

PORTO RICAN CIGARS

It is only recently that Porto Rican cigars have had a wide sale in the United States and there are still many who would thank you to introduce them to this mildest of smokes.

Porto Rican tobacco is free-burning to a degree greater than any other cigar leaf in the world. Such tobacco cannot be rank. It has a fuller flavor than domestic cigar leaf and a stronger perfume.

Ask Your Jobber To Send You Several Porto Rican Brands

and watch how your customers take to them.

IF IT'S GOOD, IT'S PORTO RICAN

GOVERNMENT OF PORTO RICO

Tobacco Guarantee Agency

J. F. VAZQUEZ, Agent

136 Water Street - - NEW YORK

Telephone John 1379

Department of Agriculture Appropriation Cut $3000 by Budget System

A reduction of more than $3000 is made in the fund allotted the Bureau of Plant Industry of the Department of Agriculture for its work of investigation and improvement of tobacco and the methods of tobacco production and handling, according to estimates of appropriations for the fiscal year beginning July 1 next, just submitted to Congress by the President through the Budget Bureau. The sum of $37,991 is included for this work, against the present appropriation of $41,300.

A slight reduction is made in the appropriation for the bureau's investigation of tobacco and other plants, for which $81,000 is provided.

Ordinary expenses of running the Government during the coming fiscal year will total $1,645,791,971, it is indicated in the estimates, while an additional $1,985,371,158 will be required for interest payments and reduction in principal of the public debt, making total appropriations required, $3,631,163,129. This is a reduction of slightly less than $200,000,000 in the departmental expenses, as compared with appropriations for the current fiscal year, and approximately $230,000,000 as compared with the present appropriations for all purposes.

The Department of Commerce is given an increase of approximately $3,000,000 over the current appropriations, the estimates calling for $24,048,025. More than $3,000,000 of this is for the use of the Bureau of Foreign and Domestic Commerce, which is given increased funds for many of its activities. A number of additional commercial attaches, many of whom will be accredited to South and Central American countries, are provided for in the fund of $346,375 which is included in the estimates, an increase of $121,375 over the present appropriation. Increases are made in the allotments for promoting commerce with Europe, South America and the Far East; $425,000 is allotted to European work, $290,000 for South and Central America, and a similar sum for the Far East.

A fund of $680,000, an increase of $130,000 over this year's appropriation, is included to enable the bureau to investigate domestic and foreign problems relating to production, distribution and marketing, in so far as they relate to the important export industries of the country, while $75,000, an increase of $25,000 over the present fund, is allotted to the recently-created Division of Domestic Trade. An increase of $5000, giving a fund of $30,000, is made in the appropriation for investigations of foreign trade restrictions.

The cost of collecting the customs under the new tariff law has increased considerably, and $13,680,140 is asked for the next fiscal year, against $12,100,000 appropriated for 1924. An additional appropriation of $6,500,000 is made to permit of the refund of excessive customs duties, and $13,500,000 for drawback on exported commodities manufactured with the use of imported materials.

The cost of collecting taxes also has increased by a million dollars, despite the fact that collections have been materially reduced, and $32,235,300 is asked by the Bureau of Internal Revenue for the next fiscal year, against the present appropriation of $31,200,000. In addition, the bureau is to be given $10,629,770 for enforcement of the prohibition and narcotic laws. The usual appropriation of $12,000,000 is included for refund of taxes illegally collected.

Estimates for the United States Tariff Commission call for $681,980, a reduction of approximately $40,000 from the current year's appropriations.—LINZ.

SHORT FILLER BUNCHES GOOD ENOUGH TO PUT IN MOULDS AUTOMATICALLY—

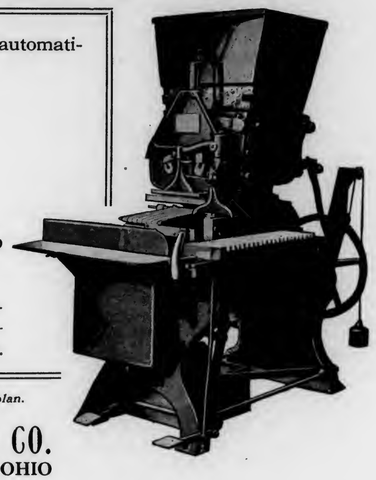
The mechanical operation of placing bunches in moulds automatically is not an unusual principle. But the

Quality Production

DUREX

Bunch Machine

is the ONLY ONE that utilizes this principle to speed up and increase production on short filler bunches.
Why?
Because the Durex produces bunches of a quality and uniformity that eliminates the necessity of hand selection—bunches GOOD ENOUGH to put in moulds automatically.



Write for descriptive booklet and information regarding our sales-service plan. A post card will bring it to you.

THE MILLER DuBRUL & PETERS MFG. CO.
NORWOOD CINCINNATI OHIO

It's a pleasure to smoke them!

CHANCELLOR Cigars

MILD
FRAGRANT

After all nothing satisfies like a good cigar

DETROIT NEWS

(*Continued from Page 10*)

have designated the Watkins Cigar Stores Company as their sole agents for Detroit and the State. Sets consisting of six pipes (one for each day of the week) in a solid mahogany case and retailing at $75, are enjoying a good sale, according to information obtained from Mr. Earl, manager and buyer of the pipe department. The Watkins Company carry the most exclusive and up-to-date line of pipes and smokers' articles to be found in the Middle West. They are the headquarters for many brands of imported and domestic cigars, and also feature private labels which they control.

The Bailey-Wilkins Company, local jobbers, have been appointed distributors for "Tilford" cigars (Park & Tilford) in Detroit and vicinity. This company are also the distributors for "Pancho Arango" and "Meditation" cigars, which enjoy a fine business in this city.

Miss Bessie Grunnell (Chas. Bird Cigar Company) is confined to her home seriously ill. Her many friends wish her a speedy recovery.

John T. Woodhouse, of John T. Woodhouse & Company, has returned from a business trip of ten days to New York City.

Tom Thurlby, of the Alberta Cigar Company, manufacturers of the famous "Green Seal" cigars, was the host to a party of friends at his home on Saturday night last. Many interesting games were indulged in, until the wee hours of the morning. According to reports, the most popular game of the evening was the one that is named after the stick our grandfathers used to stir the fires. The Canadian lemonade a la Thurlby was served early and often, to the joy of the throng. Among those present were: "Roi-Tan Rosemond," "Chancellor Parr," "Personality Freleigh," "Green Seal Thurlby," "Kinsel Rockwell," "Three Oaks Heath" and Artist Harry Woodhouse. The milk man wasn't invited, but he got there just the same, and greeted the gang a gracious good morning, as they started for home and mother. Question—"Who got the nuggets?"

Bert Johnson is showing a very choice and attractive line of imported cigars for the holiday trade. Among the fancy packings are: "Por Larranaga," "Ramon Allones," "Belinda" and "Romeo y Julieta." These cigars are put up in the most artistic packings and are fit for a king. Bert informs me he is doing a nice business on this high-grade merchandise.

Charles Wolff has accepted a position with the Tucker Cigar Company, and is on the job in the main store in Dime Bank Building. Charles is one of the old-timers in the cigar game, and is well known in the downtown section of the city, where he has many friends who are always glad to give him their business.

Tom Monroe, vice-president of the Speitz Cigar Company, manufacturers of "Robert Emmet" cigars, has returned from a two weeks' trip to Indianapolis, Ind., where he has been doing some very effective work on his brand.

Frank J. Horning, of the Consolidated Cigar Corporation, is back in the city again after a sojourn of several weeks spent in Cleveland and Toledo, where he has been putting on the finishing touches for 1923. Frank says he has three winners in "Harvester," "44" and "Henry George," and he reports business to be very good in the Buckeye State.

Walter Gutman, who for many years was manager of the famous Ford's Cafe, on Woodward Avenue, is now with the Tucker Cigar Company, in the Dime Bank Building.

Jim Williams, of A. Amo & Company, Tampa, Fla., manufacturers of "La Amo" cigars, is with us again. Jim says he is about through for this season, which has been a very successful one on his line. He has promised to rusticate with us until January 1st, at which time he will start for Florida to look over the alligators and the fair tourist from the North.

The Howes-Shoemaker Company, Detroit distributors, report an ever increasing demand for "Popper's Ace." This cigar enjoys a wide distribution here and the company is having a large repeat business on this brand. Strong and clever advertising behind this cigar has made it extremely popular in every section, and the Howes-Shoemaker Company's sales force is putting it over the top in our midst.

Out-of-town cigar men have been conspicuous by their absence during the past two weeks, and during the month of December very few have honored Detroit with their presence. The local boys have been reaping a harvest and the dealers are well stocked with brands distributed by the local jobbers.

THE TOBACCO WORLD extends to its customers and friends in the industry a very Merry Christmas. Why not send a year's subscription of THE TOBACCO WORLD to your clerks for a Christmas gift? They will appreciate same. With a Merry Christmas to all, I am,

Yours truly,

MIKE OF DETROIT.

Close of Last Fiscal Year Shows Import and Export Business in Fine Condition

Both the export and import trade of the United States were in very healthy condition during the fiscal year which ended June 30 last, according to the annual report of Secretary of Commerce Herbert Hoover, just submitted to the President. The improvement which began in export trade late in the preceding year continued, while the quantity and value of imports also showed a decidedly upward trend, the year marking a closer balance between merchandise exports and imports more in keeping with our international position than for any year since 1896.

The fiscal year 1923 was one of marked expansion in the activities of the department in promoting American trade abroad. Figures compiled by the director of the Bureau of Foreign and Domestic Commerce show that during the year the services of the bureau were called upon in actual transactions of export business totaling $400,000,000. More than 3000 specific inquiries and requests for assistance in foreign-trade matters are now received daily.

LINZ.

"HOOK UP" YOUR BRANDS
WITH NEW TRADE
BY PACKING YOUR CIGARS
IN WOODEN BOXES
WE MAKE GOOD BOXES—TRY US
Windsor Cigar Box Co.
WINDSOR PENNA.
After all nothing satisfies like a good cigar

Staple Manila Cigars

Jobbers and Dealers Who Handle Staple Manila Brands Are Making Money.

There is a growing demand in the United States for mild, sweet, free-burning Manilas which sell at retail from 5 to 25 cents.

There are a lot of smokers who like Good Manilas.

There are Millions more who may be attracted to the right Manila Cigar at the right price.

ARE YOU WINNING YOUR SHARE OF THIS GROWING TRADE?

List of Manila Factories and Importers on application.

THE MANILA AD AGENCY
(C. A. BOND, Mgr.)
15 WILLIAM STREET - - NEW YORK CITY

GONZALEZ & MENDEZ, INC.

CLEAR HAVANA CIGARS EXCLUSIVELY
TAMPA, FLORIDA
EDW. WODISKA, General Representative

TADEMA HAVANA CIGARS
Argüelles, Lopez & Bro.
MAKERS
General Office and Factory, TAMPA, FLA.
Eastern Office
222 Pearl St.
New York
Warehouse
Havana
Cuba

MERCHANTS CIGAR BOX CO.
DALLASTOWN, PA.
MANUFACTURERS OF
CIGAR BOXES & CASES
Dealers in Labels, Bands and Edgings
CAPACITY 15,000 DAILY
If It's Wood— We make them. Anything in Cedar, Veneer, Redwood and Imitation.
If It's Prices— We have them. Let us quote you on your need. Line up with a first class boxmaker for your 1923 requirements.
First Class Cigar Boxes Guaranteed

EPCO and EPCO HAVANA FIVES
Cameo Smoke Wrapped

A DOG-ON GOOD 5¢ CIGAR
You cannot go wrong in handling all or any one of these brands as they are the leading 5 cent cigars.
We are the manufacturers who made it possible for you to buy exceptionally good 5 cent cigars.
East Prospect Cigar Co.
Manufacturers of "Cigars That Sell"
East Prospect : Pennsylvania
SOME TERRITORY OPEN FOR LIVE JOBBERS

Business Building

(*Continued from Page 11*)

Suppose—just suppose—the engineer of a railroad train should ignore all his rules, his signals and the special knowledge he had acquired through years of experience, and run it according to his fancy, his humors, his likes or dislikes, and other natural emotions.

Sumphin would happen, wouldn't it? I affirm!

Well, that is the way some cigar dealers do. They give their trade to a certain salesman because they like him personally, ignoring the fact that his goods are not as good as they should be, and that his prices are pretty well up the tree.

They keep a rather sloppy-looking place and are somewhat sloppy-looking themselves, also ignoring the fact that they are located in a neighborhood where the men are prosperous, educated and well-groomed, and that such men are extremely sensitive to the stores and the people whom they patronize.

They address every customer who enters the store according to their natural manner of speech, forgetting that every man should be studied and talked to according to his individual temperament. One man should be spoken to with a touch of formality and of great respect. Another man should be addressed with the utmost familiarity, and some few with a loud coarseness of speech in harmony with their boisterous nature. Some should not be spoken to at all, but with them there should be a little nodding of the head, a kindly and half-smiling look from the eye and a pleasant expression of the countenance.

Learn the variations of human nature, as the engineer learns the rules of his road, and practice them in your work.

NOVEMBER BANNER MONTH FOR TAMPA

November has been a banner month for Tampa, reflecting the upward trend of business all over the country and specifically indicating that the early tourists from the North have brought in an unusual amount of money. Tampa bank clearings for November were a million and a half dollars greater than for October and three and a half millions greater than for November, of last year. The Tampa post office achieved a high-water mark and the output of the cigar factories went up to two million cigars a day during November.

SCHULTE HEADS NEW TOBACCO COMPANY

Announcement has been made in New York City of the formation of a new tobacco company with D. A. Schulte at the head. The new company is known as the Continental Tobacco Company, Incorporated, and will engage in the manufacture of cigarettes and smoking tobacco. Two hundred thousand shares of stock of no par value will shortly be issued.

The new company has acquired the Barkmann Company, cigarette manufacturers. This is in no way connected with the recent reported negotiations for the consolidation of the Schulte stores with the United stores.

LORILLARD CLOSES FACTORY FOR INVENTORY

The Lancaster factory of the P. Lorillard Company closed on December 11th and will remain closed until January 1, 1924, to provide for the annual inventory. This factory employs about 200 men and women.

PALL MALL
SPECIAL
THESE CIGARETTES ARE GUARANTEED TO BE OF THE SAME IDENTICAL BLEND OF TURKISH TOBACCOS AS THE FAMOUS PALL MALL ORIGINAL SIZE.
THE ONLY DIFFERENCE IS THAT THE CIGARETTE IS SLIGHTLY SMALLER THAN THE ORIGINAL SIZE OF PALL MALL

20 for 30¢
WEST OF THE ROCKIES 20 for 35c
PALL MALL *Specials*
New size — plain ends only
No change in size or price of PALL MALL *Regulars*
(*cork tip*)
© Guaranteed by
The American Tobacco Co.
INCORPORATED

Tobacco Merchants' Association Registration Bureau,

5 Beekman Street
NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

BARRAGE:—43,565. For pipes, cigar and cigarette tubes, smokers' articles and all parts thereof. November 30, 1923. Adolph Frankau & Co., Inc., New York, N. Y.

ROYAL WINDSOR:—43,566. For pipes, cigar and cigarette tubes, smokers' articles and all parts thereof. November 30, 1923. Adolph Frankau & Co., Inc., New York, N. Y.

SERENE:—43,571. For pipes and smokers' articles. December 3, 1923. United Cigar Stores Company of America, New York, N. Y.

RAPOLLO:—43,572. For pipes and smokers' articles. December 3, 1923. United Cigar Stores Company of America, New York, N. Y.

TRANSFERS

MADE RIGHT IN PHILADELPHIA:—36,661 (United Registration Bureau). For cigars, cigarettes, cheroots and tobacco. Registered June 3, 1911, by Antonio Roig & Langsdorf, Philadelphia, Pa. Transferred to Roig & Langsdorf, Inc., Philadelphia, Pa., October 20, 1923.

MADE RIGHT:—36,660 (United Registration Bureau). For cigars, cigarettes, cheroots and tobacco. Registered June 3, 1911, by Antonio Roig & Langsdorf, Philadelphia, Pa. Transferred to Roig & Langsdorf, Inc., Philadelphia, Pa., October 20, 1923.

FLOR DE GIRARD:—3583 (Tobacco Leaf). For cigars. Registered March 16, 1889, by A. Roig & Langsdorf, Philadelphia, Pa. Transferred to Roig & Langsdorf, Inc., Philadelphia, Pa., October 20, 1923.

MERITELLES:—17,498 (Tobacco World). For cigars, cigarettes and cheroots, Registered March 23, 1909, by E. Y. Sterner's Sons, Philadelphia, Pa. Through mesne transfers acquired by Antonio Roig & Langsdorf, Philadelphia, Pa. And **37,990** (United Registration Bureau). For cigars, cigarettes and cheroots. Registered February 5, 1913, by Antonio Roig & Langsdorf, Philadelphia, Pa. Transferred to Roig & Langsdorf, Inc., Philadelphia, Pa., October 20, 1923.

CORRECTED PUBLICATION

CEDRIC:—43,555. For pipes and smokers' articles. Registered November 24, 1923, by the United Cigar Stores Company of America, New York, N. Y.

STEINMETZ GOOD PATRON OF CIGAR INDUSTRY

Dr. Charles P. Steinmetz, the electrical wizard, who died at his home in Schenectady, N. Y., a short time ago, will not only be sadly missed by his intimate associates and co-workers, but by the cigar manufacturers as well, as he was very rarely seen without his black cigar between his teeth.

An incident is related concerning his first appearance for work at the Schenectady shops: When he was to report for his first day's work the executives were awaiting with no small interest, but when he presented himself at the gate smoking his ever-present cigar and asked admission in a foreign accent, the guard informed him that he could not be admitted unless he threw away his cigar. Steinmetz refused to throw away his cigar and was also refused admittance on the two succeeding days. Finally one of the executives investigated his non-appearance and discovered the trouble. The next day Mr. Steinmetz walked through the gate triumphantly puffing his cigar.

RECENT ESTIMATE OF 1924 PORTO RICO CROP MORE FAVORABLE

The following statement has been received from J. F. Vazquez, tobacco agent for the Porto Rican Government, concerning estimates of the 1924 crop of Porto Rican tobacco:

San Juan, Porto Rico, November 28.

More favorable weather conditions during the past two weeks have very much improved prospects for the 1924 tobacco crop.

Extremely dry weather prevailed during the early season when land was to be prepared for seed beds and early transplanting into the field. This was not a local situation but one which prevailed throughout the island and most of the West Indies. It was a drought of long duration which made conditions unfavorable for early seed planting. Nevertheless, preparations were made in so far as possible for the planting of a large acreage. Tobacco planters were encouraged by the favorable prices brought by the last crop, and plans were made to put out as much acreage as possible.

First, lack of rain retarded the development of the seed beds and made the preparation of the fields difficult. Suddenly the drought was broken to be followed by heavy rains. Seed beds were washed out in many instances, plowed fields were packed down so that further preparation was necessary before planting in the event seed was available later. Many seed beds had to be replanted and then when seed was available in many instances there was so much rain that transplanting could not be carried on.

At the present time it is estimated that planting is a month behind schedule and while in normal seasons a large part of the crop is in the ground in November this season the greater part of the planting is expected to be done in December provided favorable weather conditions continue.

Estimates of the possible acreage that may be planted are impossible at this time although it is still possible that the acreage will be as large as last year. This depends chiefly on two factors, weather and the supply of seed. While many fields remain to be planted that should have been in a month ago, work is being pushed as rapidly as possible and the planters are hoping for a continuance of favorable weather so that they may get in the acreage they originally planned.

LIGGETT & MYERS CHRISTMAS PACKINGS

The Liggett & Myers Tobacco Company have put up some beautiful packings of cigarettes for the Christmas season. These packings comprise cartons of "Fatima," "Piedmont" and "Chesterfield" cigarettes, each in a beautiful wrapping of Christmas colors, and each containing ten packages of twenty cigarettes. The dealers who have not stocked these attractive packages have missed a splendid opportunity to increase their sales at this season.

ANGEL RODRIGUEZ SAILS FOR SPAIN

J. F. Vazquez, of the Porto Rican Government Tobacco Guarantee Agency, reports that Angel Rodríguez, of the Porto Rican cigar manufacturing firm of Infanzón and Rodríguez, sailed for Spain Saturday, December 8, on the "Aquitania." Mr. Rodríguez will reach Spain via Cherbourg. He will spend two months visiting his family in Spain and will return to Porto Rico in time for the harvesting of next years' crop.

CIGAR BOXES

Dependable service—Quality packages—to meet any requirement in the Wooden Containers for Cigars

The WOODEN package is the retainer of AROMA from Factory to Consumer

The Buckley Cigar Box Co., 24 Vine St., DESHLER, OHIO.

After all nothing satisfies like a good cigar

The Buckley Box Co., 1106 West Town St., COLUMBUS, OHIO.

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
WESTERN REPRESENTATIVE:
PAUL PIERSON
139 North Clark Street, Chicago, Ill.
Cigar Labels, Bands and Trimmings of Highest Quality

OSCAR PASBACH, PRES. J. A. VOICE, SECY. & GEN'L. MANAGER
PASBACH - VOICE
LITHOGRAPHING CO. INC.
ART LITHOGRAPHERS
GRAND STREET AND MORGAN AVENUE
BROOKLYN, N. Y.
CIGAR LABELS - CIGAR BANDS

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
2309 Russell Street Detroit, Mich.
Corner of Gratiot Street
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

SINCE 1870
CIGAR BANDS CIGAR LABELS
SPECIAL PROCESS
WM. STEINER SONS & CO.
257-265 W. 17th St. - New York City
Sole Distributors for New Model Cigar Banding Machine for Ungummed Bands

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

The Celebrated Dill's Best
Long Cool Smoke
Dealers CAN NOW GET DILL'S BEST SMOKING TOBACCO THROUGH ANY REGULAR JOBBER
J. G. DILL CO.
RICHMOND, VA.
Manufacturers of HIGH GRADE SMOKING TOBACCO.

Give cigars *for* Christmas

After all nothing satisfies like a good cigar

—but give a brand that is known!

The standardized Robt Burns is a cigar that every smoker knows, and respects, for its uniform high quality.

A General Cigar Co. National Brand

Robt Burns Cigar

The filler of every Robt Burns is *full Havana*

The PANATELA
at 10c straight.
Box of 50 at $4.75

The INVINCIBLE
at 15c straight.
Box of 25 at $3.50

The PERFECTO
at 2 for 25c.
Box of 25 at $3.00

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ON
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REWIND